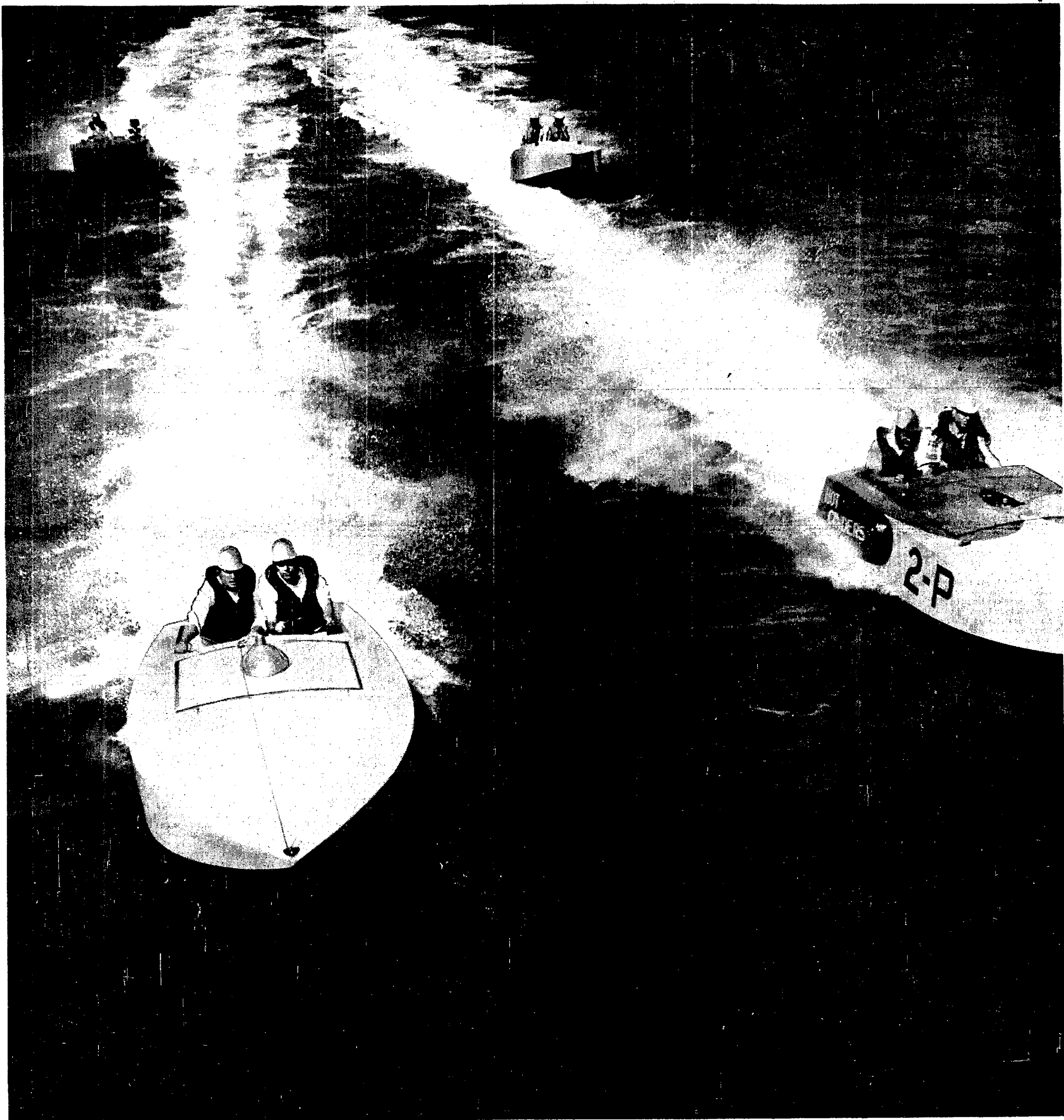


MAGAZINE Section



SEAGOING HOT RODS

Top stars of the inboard speedboat racing ranks will see action July 4 on Marine Stadium waters in a regatta of national proportions. Above are Long Beach and Southland pilots in action. See Page 2.

—Photo by Bob Ruzickoff

Swashbuckeroos; Sailors, Too!



Swashbuckling pilots of the inboard motorboats on July 4 will repeat scenes like this test of the 97-miles-per-hour hydroplanes at Marine Stadium.



In tow to sailing course is Skidoo, Olympic contender, sailed by W. L. Horton; son, Bill, and daughter, Joyce.

By Bob Ruskauif

THERE'S A LOT of water off this salt-encrusted coast, even between here and Catalina, but if there were more diverted into bays and lakes in the Southland, there would be someone to use it.

This area, so-proved more strongly each year, has become entrenched as one of the world capitals of marine sport. Powerful racing speedboats career in championship competition. Multi-class little sailing boats team the bays. Sea-going blue-water craft drive through cobalt channel waters and sleek power yachts prow forward to intriguing landfalls, both near and distant.

Many Long Beach boys and girls get to know water and boats intimately long before they reach their teens. By the time they arrive at the age where they may compete in the big events, they have under their belts the tricks that make champions.

Some 25 million dollars are wrapped up in boats of one kind or another in the Southland.

In activity, there are more events in marine sports here, and bigger ones, than will be found anywhere else. Trouble is, growth, even outstanding growth when it keeps on and is right with you, becomes casually-accepted and almost commonplace.

But, really, it's so far from that! Take a look, for instance, at the star-spangled montage of speed and spray, salty and open, sun-drenched and action-packed, which will unfold right about Long Beach over the impending Independence holiday. No wonder this is a healthy, racy place in sport, for those who participate as well as those who go to see:

IN THE SPORT of inboard motorboat racing, Marine Stadium will on Friday afternoon be the setting for a na-

Bucking, spray-throwing shells of speed manned by the Mad Hatters of the boating fraternity—sleek, graceful hulls piloted by wind-wise skippers of the sailing clan; these and others are familiar in Long Beach.

tional race fixture, the fourth Independence Day Sweepstakes, with the finest and most daring drivers of the nation—indeed, the world—competing.

Less than a half-mile from there, beginning Friday, some 125 or more small-boat sailors and sailorettes will start a three-day series of racing. It's the annual Independence Day regatta of the Alamitos Bay Yacht Club.

On Thursday, the bluewater enthusiasts will move out to sea on a 350-mile event, rounding the Isles of Summer in the Los Angeles Yacht Club's channel islands race.

Then there are the salty away from home: Four Alamitos Bay lads—Larry Shep, Danny Elliott, Leonard Smith and Paul Merrill—two weeks ago went to New London, Conn., each bidding for a place on the American Olympic yachting team.

Though they missed their chance to participate in the Olympics, Smith and Shep, representing the University of California, placed third in the 1952 Intercollegiate Championships at Toledo, won by Harvard University, June 17-20.

EN ROUTE NOW TO Helsinki is Staff Commodore W. L. Horton of Los Angeles Yacht Club and his family crew of the Dragon sloop Skidoo, American representative in the international class.

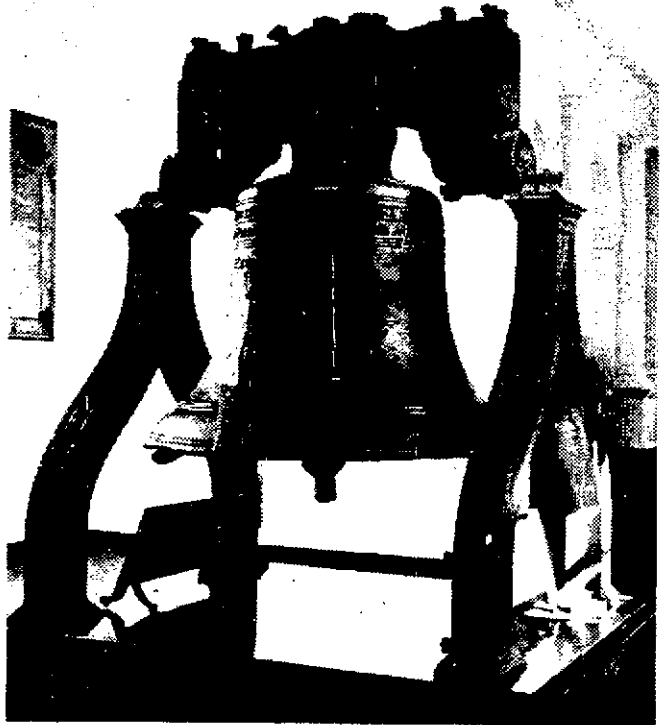
Paul Sawyer Jr., a Rochester, N. Y., boat star who likes Long Beach better, is today driving his local-product, world-record hydroplane, Alter Ego, in a race meeting in Italy.

Also on Friday, some great rivals of Sawyer will be among more than 70 drivers to serve up salty thrills and probably spills to thousands thronging the narrow, tidal Marine Stadium course. In this spray-flinging coterie, some of the top drivers are Long Beach men—Commodore Ed Olson, Art Maynard, Dan Campbell, Glenn Miller, Roy Skaggs, Jim

Colwell and others.

Today, wherever in the world there is marine sport,

Long Beach or the marine sportsmen who hail from here are known.



—Photo Courtesy National Park Service

Echoes of the Liberty Bell came late to Los Angeles but the little pueblo soon learned to celebrate on July 4.

By Maymie R. Krythe

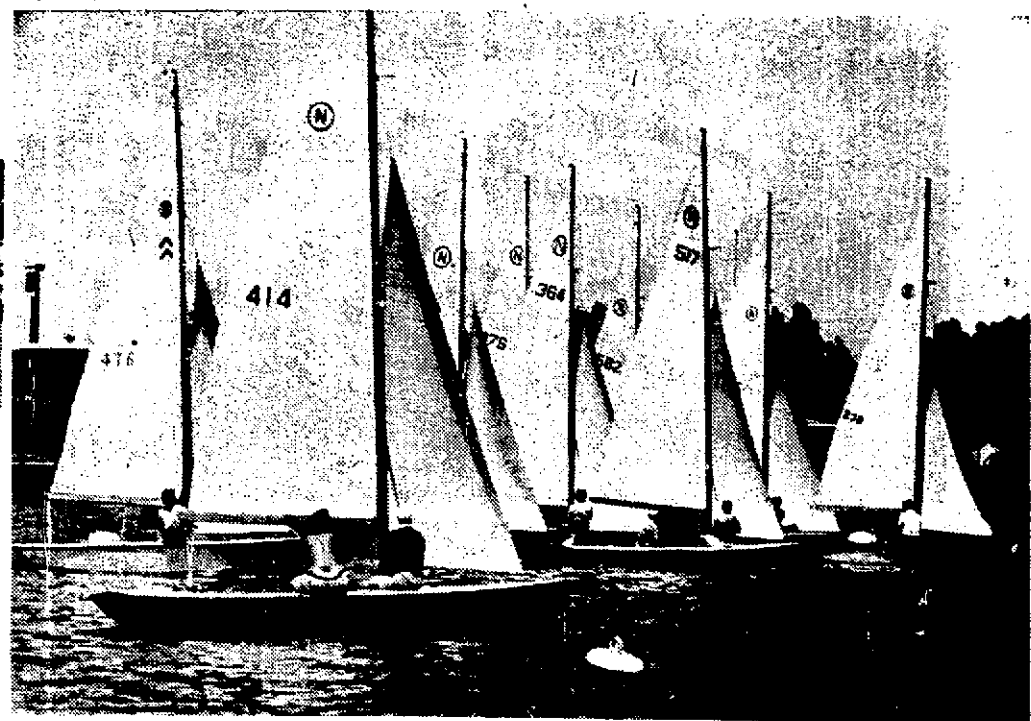
ON JULY 4, 1776 the Liberty Bell pealed out joyously, calling Philadelphians together to hear the first public reading of the Declaration of Independence. On the ground, outside the State House, a small boy had waited for the important news that the Continental Congress, assembled inside the building, had declared itself. At once he shouted upwards, "Ring, grand father, ring!" Then Andrew McNair, the official bell ringer, rang the bell with all his might, while people hurried to the spot to hear the message that would free them from tyranny.

Afterwards members of the crowd tore King George's arms from the doors; they gathered empty casks, made a big bonfire and burned the insignia. So the Liberty Bell began its official life and carried out its motto—"Proclaim liberty throughout all the land . . ." Five years later, the great bell announced that Lord Cornwallis had surrendered at Yorktown.

That same year—1781—far across the wide continent, another important event occurred, the founding of the Spanish pueblo of Los Angeles. This small adobe town was destined later to live under Mexican rule from 1822 to 1848 when a treaty ended the Mexican War. Finally, on Sept. 9, 1850, California entered the Union as the 31st state.

During the 50s and 60s, even though Los Angeles was made up of a mixed population, the native Californians and the Gringos learned to live together amazingly soon. Each group enjoyed helping the others celebrate their national holidays and July 4 festivities soon became part of the life of the little city.

The editor of one Los Angeles newspaper concluded his description of a typical Fourth of July of the 50s with this paragraph: "More than the usual amount of powder was burned, but no blood spilled. And everybody supremely happy, and noisily patriotic. With gunpowder, a chance to parade, and an opportunity to speak, what more would any reasonable Ameri-



Alamitos Bay Yacht Club will be host to national one design sailors on July 4 and again Aug. 23-24 in the 1952 U. S. championships in that class of racing.

Los Angeles Liked A Noisy Fourth!

can require to make a successful holiday?"

IN 1851 THERE was a memorable celebration, which began the night before, with the shooting of fireworks and guns, and big bonfires lighted Main St. from Commercial to the Plaza. At sunrise of the Fourth sleepy Angelenos were awakened by cannon fire and the pealing of bells from the old Plaza Church.

A parade was led by Gen. Bean of San Gabriel (brother of Roy Bean, the "law west of the Pecos") and the marchers paid their respects to the mayor and members of the common council.

At the court house, the Declaration of Independence was read both in English and in Spanish. As a special favor, 12 prisoners were allowed to sit in the corridor so they could see what was happening. That day their jailer, Mr. Robinson, gave them "a sumptuous dinner, comprising roast and boiled beef, bread, rice, potatoes, cakes, pies and wine." In the afternoon, the inmates amused themselves by playing guitars, singing and dancing. Although not Americans themselves, they agreed this holiday was the best one they'd ever celebrated.

A highly advertised feature of this 1851 event was a so-called bullfight, which turned out to be a display of California horsemanship. After a bull had been driven into a corral, a dozen riders dashed around, shaking blankets at the frightened animal, while the spectators cheered the daring horsemen.

The crowning event of the day was a brilliant ball at the palace of Abel Stearns, at the corner of Main and Arcadia Sts. Although his home had the largest room in town, it was crowded with the elite of the country. About 70 ladies attended this all-night dance, dressed in their best. One woman wore "pink tulle, chastely trimmed," and her shoes had

"patent leather tips and two long rows of eyelets, through which ran a brand new cord tied in a double bow at the top."

IN 1852, PEOPLE gathered in front of the Bella Union Hotel on July 4 and William Sanford read the Declaration in English, and Narciso Botello, in Spanish. Flowery orations in both languages were delivered by Lewis Ranger and M. C. Rojo. Many paraded to the grove of Julian Chavez for dinner. Ladies "graced this occasion," which had a program of singing and more speech-making. That evening a salute of guns from Fort Hill ended the celebration.

After Fort Tejon was established, north of Los Angeles,

the Dragoons stationed there came down on several occasions with their officers and military band. In 1857 Ralph Emerson (cousin of the famous writer) was marshal of the parade. At Hoover's vineyard Judge Norton and Gen. Phineas Banning gave patriotic addresses. In the evening a military ball honored the men from Fort Tejon.

During the first decades that Los Angeles was under the American flag, Angelenos heard no word of "safe" or "sane" Fourth. The more noise they made, the happier they were. They believed that this holiday, which had begun with the ringing of the Liberty Bell on that famous day in 1776, should be celebrated in a "rip-roaring" fashion.

Camera ANGLE



"It was four years ago this Saturday night you taught me how to develop roll film."

Developments in a photographer's home life as seen by Frank Adams in his book, "Should I Wet My Lips?"

By The Shutterbug

CAMERA ADDICTS should fall hard for the hilarious cartoons of Frank Adams, former resident of Long Beach, in a new book "Should I Wet My Lips?" (Vanguard Press, \$2.50). You will recognize most of the fads, fancies and foibles of photographers cleverly lampooned in 140-odd caricatures.

Good for anything from a chuckle to a belly laugh, these candid pen pictures reveal the humorous sidelights of darkroom, studios and the great outdoors, when a camera fan is involved.

I got more than a laugh out

of one of Adams' cartoons of a church wedding scene. An unattended camera shows pictures have been taken. The clergyman is waiting. The bride is down on the floor looking for the groom. His feet are poking out from under the carpet—an improvised darkroom. The caption asks:

"Can't we wait till later to develop the pictures, dear?"

It reminded me of an actual occurrence at the formal wedding of a photographer I know. A commercial photographer was hired to take pictures. He

(Continued on Page 9, Col. 1)

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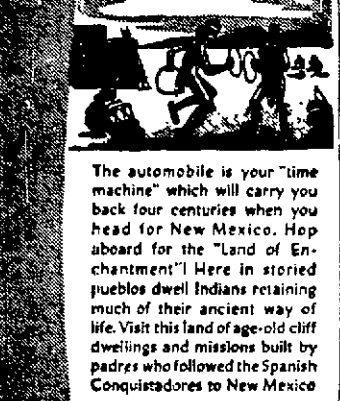
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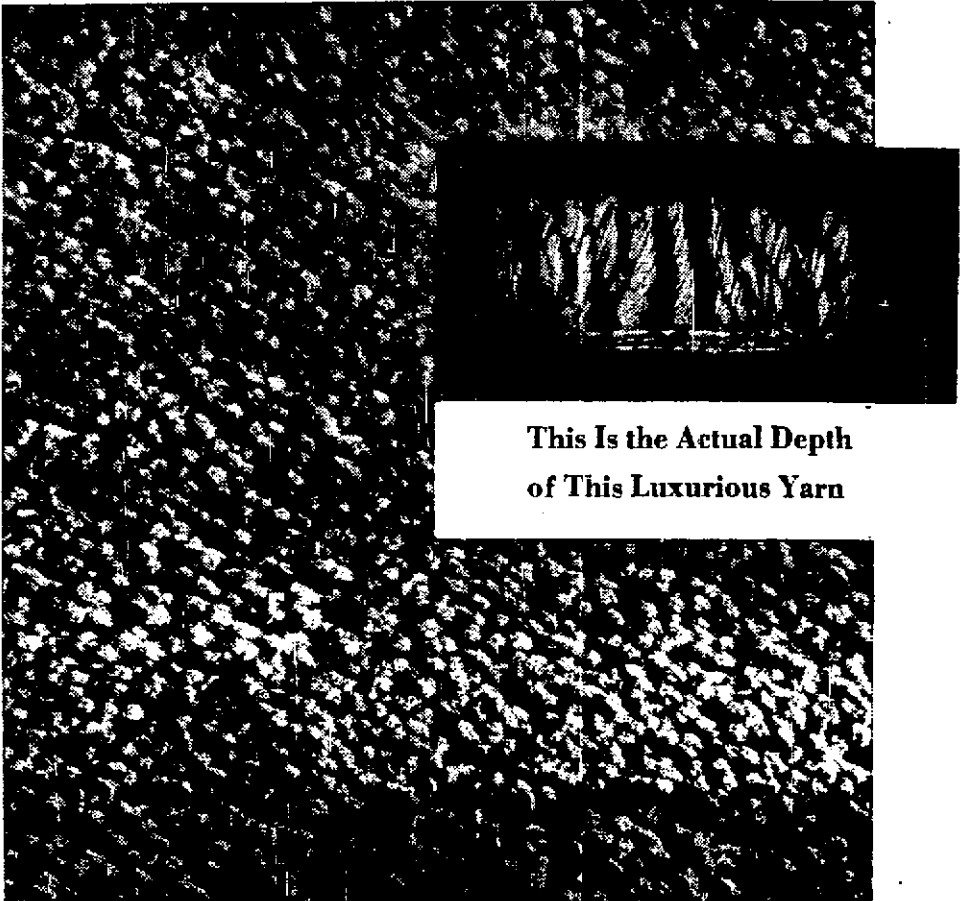
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THIS WEEK IN Southland

Sunday, June 29, 1952

Vol. 5, No. 23

CLOCKWISE on the cover are Danford Campbell in Top, and Jim Colwell, Hot Ice, both of L. B.; W. Hamilton, Y. Pout; B. Patterson, Hot Cinders.



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FRED TAYLOR KRAFT
Magazine
Editor

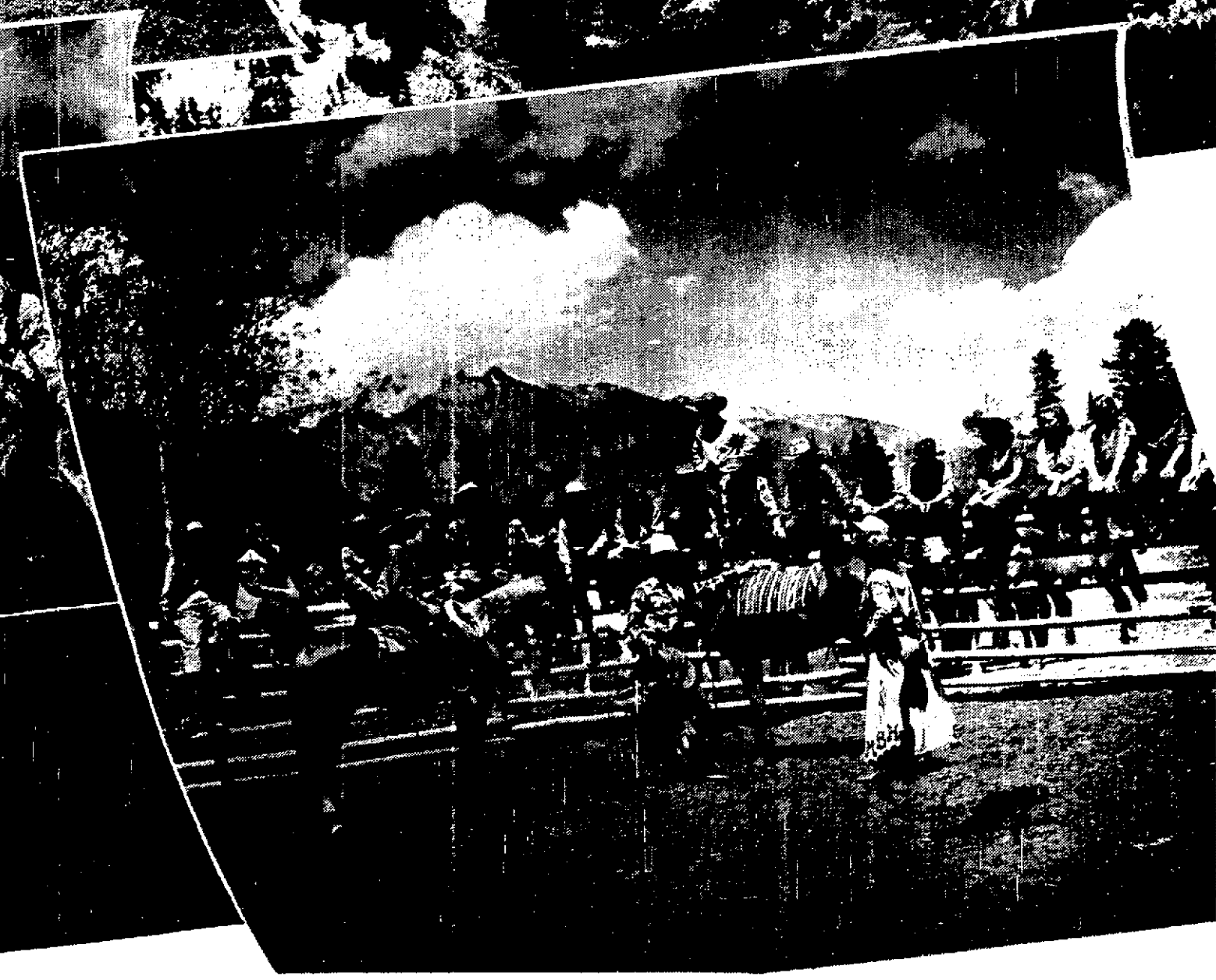
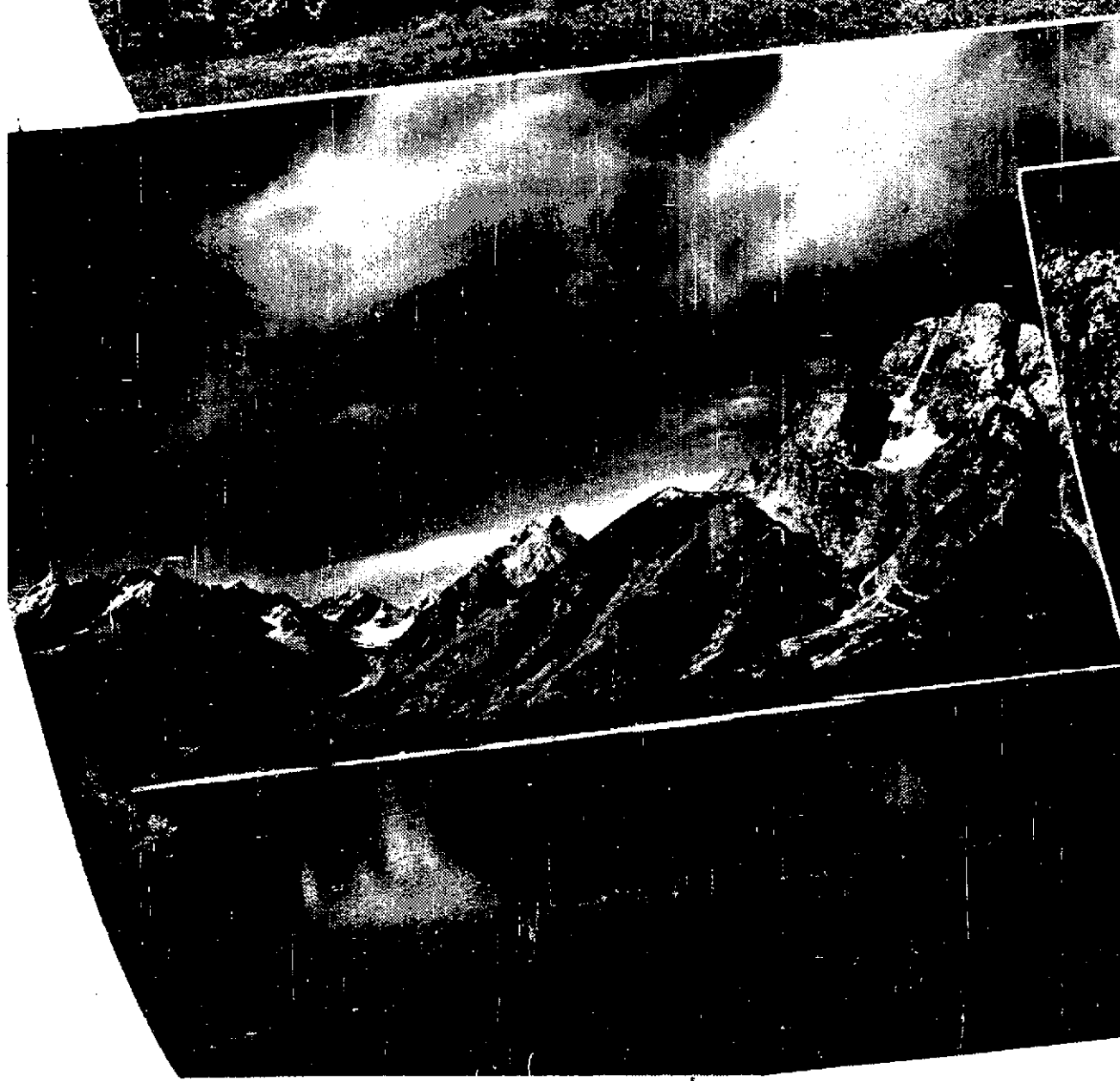
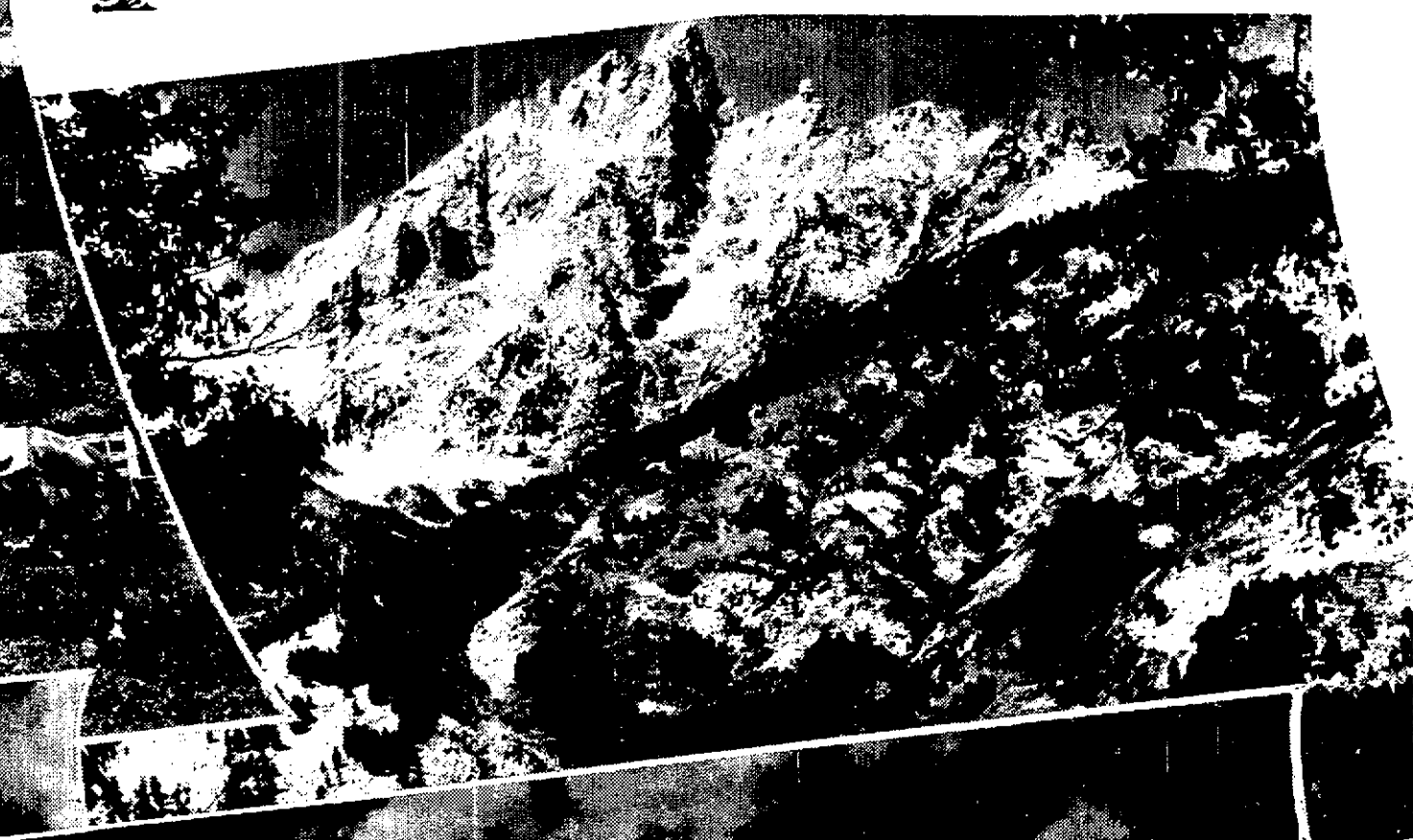
Pacific
Sunday
Magazine

High in the Grand Tetons

Vacationists who like the wilderness—with many modern comforts, of course—find the Grand Tetons to their liking. A Jenny Lake Ranch scene below.



Scenery in the Tetons is on the grand scale, as witness Jackson Lake and several of the towering peaks seen from an island in the lake. Opportunities for sport abound.



White Grass Ranch in the Jackson Hole country, near Moose, Wyo., is pictured center above. Horses are being brought to guests on cabin steps; Teton peaks in background. Bottom photo, another view of Jackson Lake and the Tetons, pictured from the island in the early morn-

ing. The snows of the mighty mountains feed the streams and lakes of the Grand Teton National Park, Wyo., and create a land that is a vacation paradise. Above, center, one of the massive crags. Photo at bottom, Bear Paws Dude Ranch corral with party of "dudes" watching saddling.

—Union Pacific Railroad Photos

What Really Takes Place in Congress

CONGRESS AT WORK, by Stephen K. Bailey and Howard D. Samuel. 476 pp. New York: Henry Holt & Co. \$5.

By Gerald Lagard

PERHAPS nothing is more disturbing to more people than the actions and activities of Congress. And nothing is more significant than the decisions of that political body. But less is known of what really takes place in the Senate and the House than is known of any other activity. To bring the subject of this vital political instrument into a sharper and less confusing focus is the purpose of this volume.



This is Hon. James Durand's reply to the question, "Can you guarantee your party a majority of the woman vote?" in "The Candidate," a book where in the comedian strikes many fabulous poses in funny man campaign. (Simon, Schuster, Inc., \$1.)

Frankie Carle Records George Gershwin Tunes

THE UNFORGETTABLE MUSIC George Gershwin wrote for the 1931 musical comedy, "Of Thee I Sing," recently revived on Broadway, is featured by Frankie Carle in a new Victor album of piano solos. Frankie never played better than he does on these sides, particularly in "Who Cares" and "Love Is Sweeping the Country." He also gives light, imaginative treatment in the album to four hit songs from another currently-revived musical comedy, "Pal Joey." Standouts include "I Could Write a Book" and "Bewitched."

Another new Victor album offers Ralph Flanagan and his orchestra playing a series of "top pops" for dancing in a style often reminiscent of the late Glenn Miller. The sides include "I'll Walk Alone," "Be Anything" and "Kiss of Fire."

Tony Martin and Dinah Shore blend their voices smoothly in "If Someone Had Told Me" with "No Other Girl for Me" on the reverse side (Victor). . . . The Four Aces, a vocal quartet featuring close harmony with a beat, score again with "I Understand" and "I'm Yours" (Decca).

THE CHARM of string music is found in new Lps at the Long Beach Public Library. Outstanding performances are found in recordings of Beethoven, "Quartet No. 12" (Pas-

Long Beach Best Sellers

- FICTION:
1. THE HOUSES IN BETWEEN, by Spivey.
 2. THE ALEXANDRIANS, by Mills.
 3. THE RAGE OF SOUL, by Shean.
 4. THE GOWN OF GLORY, by Tur-
 5. THE HIDDEN FLOWER, by Buck.
 6. THE SHINING TIDES, by Win-
- NONFICTION:
1. WITNESS, by Chambers.
 2. GOD'S GRAVES AND SCHOLARS, by Ceram.
 3. WINSTON CHURCHILL, by Taylor.
 4. THE STRUGGLE FOR EUROPE, by Wil-
 5. A LAND, by Hawkes.
 6. THE THUNDER ALBUM.

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The quaint charm of the Dutch children's way of life is captured in "Tales Told in Holland," one of three volumes of "My Travelship," now being sold with "My Book House," a 12-volume plan of right reading for children. See review.

Child Travels to Japan, Holland and France

MY TRAVELSHIP, 3 vols. including "Tales Told in Holland," "Nursery Friends from France," and "Little Pictures of Japan." Translated and Edited by Olga Beupre Miller. Chicago: The Book House for Children. Sold only with MY BOOK HOUSE, the 12-vol. plan of right reading for children. \$4.50, for 15-vol. combination.

By Fred Taylor Kraft

PRIZES IN LITERATURE

that get up and sing from beautifully-designed pages rounded out with exquisite full-color illustrations pack these three superb books, quaint little tales as familiar to the childhood of Holland and France and Japan as is "Little Red Riding Hood" to the small fry of Long Beach. Like a magic carpet, they will quickly take youngsters into these old world cultures and they will completely captivate children and parents alike with their quaint, disarming charm and poetic beauty.

All sides of Dutch life are touched upon in "Tales Told in Holland"—the history and customs of the Hollander, even his sense of humor and the character of his fancies. In it Tyl Ulenspiegel, the clown whom Dutch children adore, comes to life. "Nursery Friends from France" forms the basis of children's literature of the French and, included, too, are many songs with both French and English words. Both books are illustrated by Moud and Miska Petersham, who were sent to Holland and France especially to study for this assignment.

"Little Pictures of Japan" will awaken in children an appreciation for beauty and acquaint both children and grown-ups with the type of poetic thinking and feeling which characterizes the Japanese. The editor says it was her aim in this volume to give a true impression of the best in Japan. She has succeeded well, both in text and pictures, the latter being done by Katherine Sturges whom she sent to Japan for a several-month study of the people and their background.

The three volumes have 414 literary selections in 374 large-size pages. The books, in a different color, are magnificently

Stamp to Commemorate Mt. Rushmore Memorial

THE NEXT STAMP on the U. S. agenda will be a special 3-cent adhesive to commemorate the 25th anniversary of the Mt. Rushmore National Memorial. It will be placed on first-day sale at Keystone, S. D., on Aug. 11.

The main design of the stamp shows a scene of Mt. Rushmore, featuring the sculptured heads of George Washington,

bound and lettered in gold—true companions for the popular 12-volume "My Book House" with which they are sold.

Income Tax Law Hit

MAN TO MAN, by Bernard N. Ward. G.P.A. Caldwell, Idaho: The Caxton Printers, Ltd. \$4.

THIS INDICTMENT of the income tax well might be a "must" on every citizen's book list. Bernard N. Ward explains in his introduction that he proposes to prove that the existing income tax system constitutes a "serious threat to the democratic ways of our people." He says the income tax law is "so complex that neither the taxpayer, his counsel, the officials of the Bureau of Internal Revenue, nor the judges of the nation's courts understand it; that income taxes seek their level and therefore the poor, rather than the rich, pay the tax and that the consumer now bears all the burden of the support of the federal government; that the injustices of the system have caused large numbers of our people to evade taxes and to be contemptuous of government . . . that the costs of determining and collecting income taxes, both incurred by the government and the taxpayers, are so great as to stagger the imagination; finally that a simple plan is available which will raise the necessary revenue for the support of our federal government, remove the complexities, confusions and injustices of the income-tax system and provide a fair and equitable tax of easy and universal application."

Ward has gathered into the book many personal experiences as a certified public accountant, many shocking case histories of injustice, examples of fraud and evasion of the law. His book is labelled "A Primary Attack on Communism's Stronghold, the Income Tax."

Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln. The figures of a woman and a child viewing the scene are lower in the right corner. The woman is pointing towards the sculptures. A signboard in the lower right corner directly in front of the viewers, reads "Mount Rushmore National Memorial, 1927-1952." The word "Black Hills South Dakota" is at the lower left.

Stamp collectors desiring first-day cancellations of this stamp may send not more than 10 addressed envelopes to the postmaster, Rapid City, S. D., where the preliminary work will be done. The covers will be forwarded to Keystone, S. D., for cancellation. All money orders should be made payable to the Postmaster, Rapid City, S. D.

An enclosure of medium weight should be placed in each envelope and the flap either sealed or turned in. The outside envelope should be endorsed "First Day Covers."

In Art Circles Pictures of Homes Exhibited

By Vera Williams

PHOTOGRAPHS of beautiful houses and paintings and crafts by local artists share the limelight with portraits of beautiful women in the current show which continues through July 21 in Municipal Art Center, 2300 E. Ocean Blvd.

Shown are 30 black and white photographs of Southern California houses designed by Richard Neutra (pronounced "No-tra") of Los Angeles, considered one of the dozen outstanding architects in America; work by nine Long Beach artists; and the Great Beauties of the World Show, portraits painted by celebrated artists.

Neutra, who was born in Austria and came to the United States in the 1920's, built in Los Angeles in 1929 the first example of modern architecture in the west. His own home, built in 1932 on Silver Lake Blvd., overlooking Silver Lake, still is considered as modern as tomorrow. He now has projects in 13 states in the Union; has built houses in Siam, Japan and Mexico, and has been called in consultation by the Italian, French, Brazilian and Puerto Rican governments. In designing houses he takes full advantage of the site, and plans carefully with relation to topography, color, lighting, sky, and other factors.

Ranging from beach scenes to abstracts, paintings are shown by Richard Arnold, Laura Artz, Lucille Brown Greene, Art Landy, Ben Messick, James Milroy, Dean Spille and Ernest Ziegfeld. Joseph Donath is showing six wood cuts. Generally speaking, work by local artists shown in Municipal Art Center is for sale.

Portraits in the Great Beauties show range from the work of Sir Thomas Lawrence to Diego Rivera.

THE WORK of George Nicholas, La Crescenta, will be displayed during July in the Lafayette Hotel. Though Nicholas works both in oils and water colors, the display will be entirely of oils.

Nicholas, who has lived in Southern California since 1920, majored in art throughout school. He is a member of the Verdugo Hills Art Association, the Painters' and Sculptors' Club of Los Angeles and the Ohio Water Color Society. He is now working as an artist in Walt Disney's Studios.

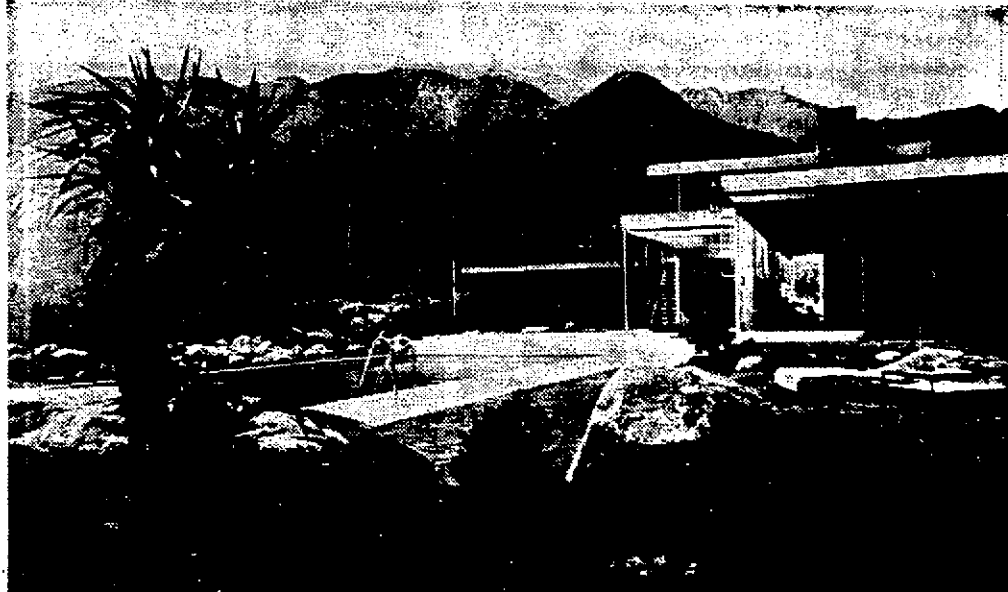
Books, Writers

Strange and Dramatic Story Bared in Diary

By Joseph Joel Keith

ANNE FRANK was a young lady who lived a strange and dramatic life during World War II. When Hitler's forces over-ran Holland Anne and her parents, of the Jewish faith, hid through the years of war in a few rooms back of Mr. Frank's office. Not once did they leave their cell-like home and supplies were brought to them by friends. Here the family and their companions, the Van Daams, lived tightly together, so that nerves became frayed.

"ANNE FRANK: The Diary of a Young Girl," published by Doubleday, tells in diary form a wise youngster's opinions of the cruel outside world, and more vividly the little frenzied world which a group of harassed human beings had been forced to choose. Perceptive and more intelligent than many adults, Anne Frank saw beyond the world of the cruel conquerors and of the torturers. She peered into the hearts of most human citizens of this earth, observing, "And until all mankind, without exception, undergoes a great change, wars will be waged, everything that has been built up, cultivated and grown will be destroyed and disfigured, after which mankind will have to begin all over again." What life and wisdom were crowded into Anne Frank's few years! She has left something very valuable. In this tragic, eloquent diary there are warnings for



This photograph of Edgar Kaufmann's home in Palm Springs, designed by Richard Neutra, is among 30 photographs of Neutra's work displayed in Municipal Art Center. Kaufmann, Pittsburgh department store owner, chose Frank Lloyd Wright to design his "Bear Run" home, built over a waterfall near Pittsburgh, and elected Neutra to design his desert residence against a mountain background.

Juvenile Books

DON'T GRY, LITTLE GIRL, by Janet Lambert. 181 pp. New York: E. P. Dutton & Co. \$2.50.

TIPPY PARRISH finds her world in pieces as the result of the death of Ken Prescott in Korea. How she puts it together makes a very realistic story. While each volume is a separate story in itself, the avid readers of the Parrish series will welcome this latest arrival. Mrs. Lambert makes her teenagers believable and interesting. Definitely for the junior and senior high school girl.—E. G.

CREeping PERIL MYSTERY, by Alan Gregg. 188 pp. New York: Doubleday & Co.

THE U. S. BORDER PATROL receives word of a plot to blow a channel through the silt barrier which protects the Imperial Valley from the Gulf of California. The men assigned succeed in thwarting the act but not before they tangle with men who carry drug-filled hypodermic needles in rubber balls, spray poison gas and ride on bicycles equipped with motors and rotor blades. Boys of junior and senior high school age should enjoy this book.—E. G.

KEEPSAKE, by Ann Ritten. 288 pp. Philadelphia: J. B. Lippincott Co. \$3.

CATHY BRETT has lived most of her 17 years at Keepsake, the fabulous mansion built by her father in Arizona Territory. Michael Brett has become one of the great tycoons typical of the early days of America's industrial development. How he becomes the subject for an investigation, loses his fortune and his life forms the background for the story of the young girl. A compelling story with good characterization.—E. G.

democracy, and hope too. Besides, a serious, warm, storyteller has written of truth that is indeed stranger than fiction.

CALIFORNIA'S and Mill Valley's Stanton A. Coblenz, editor of Wings and head of the Wings Press, has earned a reputation as a serious prose and verse writer, and has been commended by Lord Dunsay and other critics, but now, as we read the current issue of Wings, we see Coblenz as a humorist: "If they (the poets) earn as much as \$400 a year from their vocation they will be required to take out social security cards and to give part of their income for the sake of possible lean times ahead. Surely, the world moves forward! Within another generation, we expect to see a Poets' Union appealing to the Wage Stabilization Board for an increase in current rhyming rates." Richard Armour, the state's foremost humorist, can now take a back seat.

Play by Capote

THE GRASS HARP, by Truman Capote. New York: Random House. \$2.50.

Enthusiasts of the work of Truman Capote will enjoy this play, which was produced in New York City last spring. Wacky characters and a wacky situation provide some hilarious lines for the weak plot. The play is based on Capote's book of the same name.

Laguna Beach Show Continues Through July

PAINTINGS and sculpture

by members of the Laguna Beach Art Association occupy two galleries of the Laguna Beach Art Gallery in a show which will continue throughout July.

Sculpture: Alice Johaanssen, "Torso" and "Man Dancer"; Jane Poyer, "Mother and Children"; George D. Stromer, "Early American" and "Treasure"; Lynette Bertollette, "Madonna."

Paintings: Maria Berger Smeraldi, "Peonies"; Alvin J. Beller, "The Cova, La Jolla"; Nevada Wilson, "The Desert"; Alaf Wieghorst, "Waiting"; Naomi T. Evans, "Desert, Palos Verde"; Clyde Scott, "The Sun Breaks Through"; Majory Adams, "Waiting for Church"; Meda Gilchrist, "Side Show"; Joseph Fischer, "Chatsworth"; Gertrude Gardner, "Capistrano Farm"; John Hilton, "Dance in the Dunes"; Florence Thompson, "Ruffled Petunias"; Robert Wood, "Gold and Gray"; Virginia Woolley, "Corner in Taos"; Norman Hall, "Austin Lowe"; Joan Irving, "Donna"; Eliot O'Hara, "The Mile, St. Ives"; John Wilcox, "Sunset in the Tehachapic"; H. R. Love, "Deep Shadow"; Innocenzo Dario, "Study of Madonna"; Rex Brandt, "Home on the Ridge"; Roy Keister, "Mother and Child"; Donna Schuster, "Breakfast"; Katherine Knox, "Woodland"; Jack Macartney, "Abandoned"; Russell Iredell, "Spanish Model"; Betty Repine Roberts, "In the High Sierra"; Jennie Crawford, "Charm of the Unpretentious"; Fern Gary, "April Gold"; Richard Pither, "Trout Stream"; Neil Walker Warner, "Spring Is Here"; Charles Edwin Mullin, "Street Scene"; Peter Nielsen, "Malibu"; Hilda Bristow, "Melancholy Days"; Mary Jarrett, "Washington Landscape"; Claude A. Persons, "Breath of the China Sea"; Herbert V. B. Acker, "The Girl in Red"; Mary Pottenger, "From My Garden"; George W. Reynolds, "Patio Table"; Helen Smith, "In the Dry Country"; Phoebe Flory Walker, "Percherons"; Elsie Palmer Payne, "Town and Country"; M. E. Askensay, "Florentia"; Art Landy, "Hav-ing Fun"; George Polkinghorn, "Gloucester Venus"; A. E. R. Van de Velde, "In the Catskills"; Eleanor Taylor James, "Ost-rich Walk"; Stanley Lexington, "One O One"; Edna Hindley, "Old Natives"; Armand Selinger, "Cook Stove"; Vonna Owings Webb, "Pear Blossom"; Joane Cromwell, "Joshua National Monument"; Marion Zimmer, "Santa Anita"; Evelyn Hutchinson, "Early A. M."; Margaret Franklin, "Still Life With Giner Pot"; Leonard Scheu, "San Juan Capistrano"; Edward Hinde, "Out of the Fogbank"; Clara Holter, "Laughing Buddha"; Theo Heep, "The Tetona"; Frances Keffer, "Asters"; Mildred A. Waters, "Mending Nets"; Ann Von, "Little Ships"; H. Raymond Henry, "Storm Over Mt. Talac"; Edith Sowersby, "Mixed Bouquet"; Ruth Woodward, "End of the Road; Richard Sor-tomme, "Reef Off Sugar Loaf Point"; Sarah Hess, "Calla Lilies"; Ada Chase, "Old Palaces at San Miguel"; Charlotte Light, "Mary Alice"; Bradford Voight, "Kavie's Farm"; Thelma Paddock Hope, "Spring Again"; Frederick Jennison, "Valley View Farm"; Ruth Ann

Younglove, "Aspens"; Howard Bopst, "Still Life With Egg-plant"; Helen Markey, "Poppies"; Annie Knowles, "Palms"; Streeter Blair, "Skating Party"; Mimi Coletti, "Portrait"; Josephine Howard, "Basket of Currants"; Carl Schmidt, "Hereford Spread"; Raymond Bayless, "Allegory of the World"; Louise Leyden, "Near Beaumont"; Lucille Brown Green, "Kansas"; Maybelle G. Pryor, "Old Hungarian"; Cornelius Smith, "The Hopi"; Jonquil Wardner, "Still Life"; Gladys Grey, "Roundhouse"; Manuel Perez, "Drying Nets"; Henry Vander Velde, "Three Arch Bay"; Mary Dean Vanatta, "Sampan in Dry Dock"; Ray Grimes, "Zigeunerweise"; Mildred R. Brown, "Mar Bay, Guaymas"; Priscilla Frazer, "Torch Fishing"; Ruth Soby, "Carriage House"; Catherine E. Blaauw, "Petunias"; Norman Chamberlain, "Fish Market"; Seymour Thomas, "April Skies"; La Vora, "East of the Sea"; Theodore Ediss, "Sunshine Abroad"; Marie Ware, "Boyd's Old Canyon Farm"; Wilma Pappila, "Portrait"; Elieth Robertshaw, "The Barn"; Jean Duckham, "Emerald Bay"; Alice Lippincott, "Desert Winds"; Ethel Hagen, "Cambodian Dancer"; Roland Pick-ford Jr., "Winter Wash"; Mill-cent Carter, "Valley Cove."

Messicks Move Here

BEN MESSICK, celebrated Los Angeles painter, and Mrs. Messick now have moved to Long Beach and have a home and studio at 133 St. Joseph Ave. Messick expects to teach here and paint the Long Beach locale. He teaches Fridays and Saturdays at the San Diego School of Art and Crafts at La Jolla.

Messick's traveling exhibit of oil paintings which has been in the east for more than a year, now is at the New Mexico Art League in Albuquerque. It will return to California in time to show at the Laguna Beach Art Gallery in September.

The artist recently received a Grumbacher graphic award at the Florida International Exhibition for his lithograph, "At the End of Day." One of his casein paintings is in an exhibition at the Spanish Village Art Center exhibition in San Diego. He is represented by a casein, "Regatta" in the Long Beach Municipal Art Center.

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Ice Cream... Summer Treat!

By Mildred K. Flanary

AMERICA'S "favorite dessert"—ice cream—is 101 years old. It was first manufactured by Jacob Fussell in 1851, and from its modest beginning, ice cream has grown into a billion-dollar industry. Today, in every American city, town, and tiny village with a food store, "bought" ice cream offers real food enjoyment, within the reach of all!

The advent of ice cream was most important, however, because of its being made of milk, a valuable protein food... and no one ever outgrows the need for milk. Even with those habitual dieters, milk is a must.

Ice cream needs no fancy business to be consumed just as it is. But nobody objects, for sure, if it's sauced up or dressed up a bit. So here's a drawing from our bag of tricks—a little different way to serve America's favorite dessert.

"Plain vanilla" is a favorite of all and just plain vanilla topped with your favorite sauce is mighty good, but including that special something right in your ingredients, puts it in the "company" class. Such a feat is macaroon ice cream topped with fruit sauce. There you have both glamour and taste appeal.

And speaking of ice cream, there's nothing nicer for summertime eating than a dessert buffet, and such a one might be this help-yourself-dessert tray. It's a colorful addition to any summer buffet. The sauces to top the ice cream may range from two to four or more—all different, but each one best. The cookies are your own favorite recipes, of course.

Sauces for Ice Cream

NOTE: To serve these sauces hot, heat by placing pan over hot water. To keep, store in covered jar in refrigerator. Walnuts, pecans, or almonds—blanched, shredded and toasted, make excellent toppings.

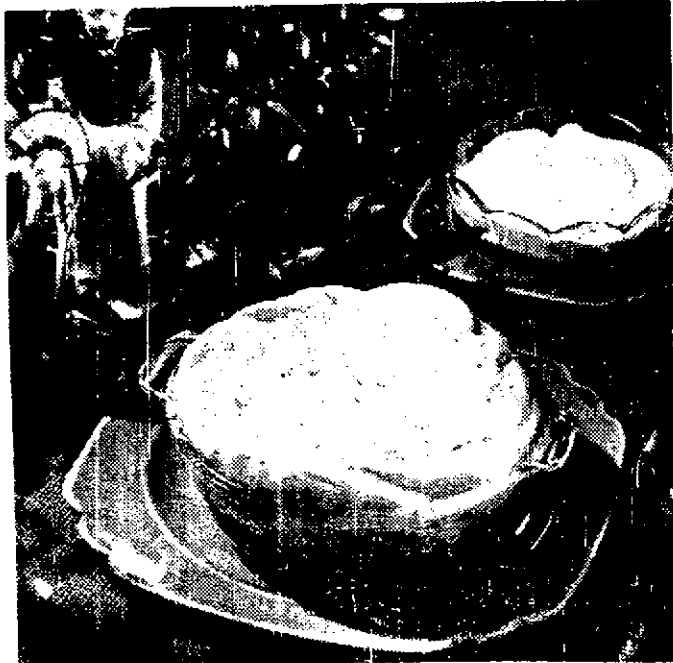
BUTTERSCOTCH SAUCE. Combine in saucepan 1 cup brown sugar (tightly packed in cup), ½ cup dark corn syrup, ½ teaspoon salt. Cook over low heat, stirring until all the sugar is dissolved. Boil 3 minutes. Remove from heat. When cool, stir in ½ cup undiluted evaporated milk. Makes 1½ cups.

MOCHA SUNDAE SAUCE. Combine in saucepan 2 to 3 tablespoons instant coffee powder, ½ cup water, ½ cup each brown sugar and granulated sugar, ¼ cup white or dark corn syrup, ¼ cup butter. Cook to 236 degrees on a candy thermometer or until a little syrup forms a soft ball when dropped in cold water. Cool slightly. Stir in 1/3 cup undiluted evaporated milk and ½ teaspoon vanilla. Makes 1½ cups.

HONEY BUTTER SAUCE. Combine 1 cup honey and ½ cup sugar with ¼ cup butter. Bring to the boiling point and cook 3 minutes. Cool slightly and stir in ½ cup undiluted evaporated milk. Good cold or hot. Makes about 1½ cups.

BUTTER CARAMEL SAUCE. Melt in iron skillet over very low heat 1½ cups beet or cane sugar. When golden brown, stir in very slowly 1 cup boiling water. Cook to consistency of maple syrup. Add 2 tablespoons butter. Mix well. Cool to lukewarm. Then stir in 1/3 cup undiluted evaporated milk. Makes 1½ cups.

The following sauces are to



Macaroon ice cream with mint-marshmallow sauce gives new twist to menu planning by adding a novel dessert.

Macaroon Ice Cream

1 cup milk
½ cup beet or cane sugar
1 tablespoon flour
Few grains salt
1 egg, well beaten
1 teaspoon unflavored gelatin

2 tablespoons cold water
1½ cups heavy cream
2 teaspoons vanilla
2 tablespoons light molasses
¼ cup macaroon crumbs

Scald milk in top of double boiler. Combine ¼ cup sugar, flour and salt; add to milk. Cook over hot water, stirring occasionally for 15 minutes. Beat egg until light; add remaining ¼ cup sugar while beating. Pour hot milk mixture slowly on egg yolk mixture. Return to double boiler; stir while cooking 2 minutes or until mixture coats spoon. Sprinkle gelatin on cold water; add to hot mixture; stir until dissolved; chill thoroughly. Whip cream; fold in. Fold in vanilla, molasses and macaroon crumbs. Pour into freezing tray and freeze with control at coldest setting, stirring twice during the first hour, until mixture is firm. Serves six.

Mint-Marshmallow Sauce

½ cup confectioners' sugar
½ cup water
8 marshmallows

1 egg white
1 drop oil of peppermint
green vegetable coloring

Boil sugar and water 5 minutes. Add marshmallows (cut in small pieces) and stir until melted. Add marshmallows-sugar-water mixture gradually to stiffly-beaten egg white. Flavor, color and chill before serving. Makes 2 cups sauce.

Here are two recipes for an unusual but delicious ice cream dish. Clip them and try them out on a warm day.

be served cold with ice cream. They are colorful and good the year 'round:

MINTED PINEAPPLE

SAUCE.—Using 1 No. 2 can of crushed pineapple, drain; measure juice, adding water to make 1 cup. Combine with ½ cup beet or cane sugar. Simmer 5 minutes. Add few drops of mint extract (either spearmint or peppermint) and enough green coloring to make a pleasant color, allowing for its absorption by the fruit. Add the pineapple and chill. Especially good on vanilla ice cream. Makes 2 cups.

MELBA SAUCE.—Thaw 1 package of frozen raspberries, add ½ cup current jelly, and bring to a boil. Mix together to a smooth paste 1½ teaspoons cornstarch and 1 tablespoon water; add to raspberry mixture, stirring until thick and clear. Strain and cool. After putting in bowl, just start to stir in a tablespoon of thick cream. This gives an interesting surface swirl effect. Serve cold. This makes about 1 1/3 cups. This is ever so good with peach ice cream, or with vanilla ice cream, served in peach half.

MARSHMALLOW PEPPERMINT SAUCE.—Using the bottled marshmallow whip, stir in several tablespoons of crushed peppermint stick candy, reserving some for surface garnish. Good on vanilla or chocolate ice cream.

Popular Cookies

A BATCH of cookies baking in the oven (or a pungent coffee cake) fills the house with wonderful fragrance. Everyone feels happier. So how about a couple of good spicy recipes.

Oatmeal Spice Cookies

1 cup boiling water
1 cup seedless raisins
½ cup shortening
1 cup sugar
2 eggs
2 cups sifted flour
½ teaspoon salt
½ teaspoon baking soda
1½ teaspoons cinnamon
½ teaspoon ground cloves
6 tablespoons raisin liquid
2 cups quick-cooking oatmeal
1 cup chopped walnut meats
½ cup chopped dates

Pour boiling water over raisins and let stand while mixing batter. Cream shortening;

add sugar gradually and continue beating until light and fluffy. Beat eggs into mixture. Sift together flour, salt, baking soda and spices; stir into batter.

Drain raisins and add 6 tablespoons of the liquid from raisins to batter. Stir in oatmeal, walnut meats and dates. Drop cookie batter by teaspoonfuls onto well-greased heat-resistant glass utility dish, 3-quart size. Bake in moderately hot oven (400° F.) for about 15 minutes. Makes about 6 dozen cookies.

Nut-spice Coffee Cake

1½ cups sifted flour
¾ cup sugar
2 teaspoons baking powder
½ teaspoon salt
½ teaspoon cloves
½ teaspoon nutmeg
1 teaspoon cinnamon
¼ cup shortening
1 egg, beaten
2 tablespoons molasses
½ cup milk
½ cup chopped walnut meats

Sift together into bowl the flour, sugar, baking powder, salt and spices. Cut in shortening with fork or pastry blender until mixture is like coarse crumbs. Reserve ¼ cup of this mixture for top of coffee cake. To rest of crumb mixture add beaten egg, molasses and milk; mix lightly. Pour into large yellow heat-resistant glass refrigerator dish which has been well greased. Sprinkle top of coffee cake with remaining ¼ cup of crumb mixture and the chopped walnut meats. Bake in moderate oven, (350° F.), for about 45 minutes.

Serve piping hot coffee cake from the oven-refrigerator dish in which it is baked; keep it fresh in the covered dish and reheat in the same dish. Makes 8 servings.

bowl. Make a "well" in the middle and add salad oil, egg yolks, water and vanilla. Beat until smooth. Beat egg whites with cream of tartar until very stiff, do not underbeat. Fold in egg yolk mixture until blended. Turn into a waxed paper lined 8x8x2-inch pan. Bake in a moderate oven (350 degrees F.) 25 minutes. Turn upside down on rack to cool; remove from pan. Place on cookie sheet and chill in refrigerator at least an hour before making Alaska.

Meringue

¼ teaspoon salt
4 egg whites
1 teaspoon vanilla
½ cup beet or cane sugar
2 pints chocolate ice cream
Preheat oven to 550 degrees F. Add salt to egg whites and beat until stiff; add vanilla. Add sugar gradually and continue beating until very stiff. Reserve. Remove cake from refrigerator. Cut each pint of ice cream crosswise into three thick slices. Place on cake about ¼ inch from sides. Pile meringue on top of ice cream and sides of cake. Place in preheated oven and bake for 1 minute, or until lightly browned. Remove immediately with 2 wide spatulas to platter. Yield: Nine to 12 servings.

HONEY CHOCOLATE

SAUCE.—Combine 1 6-ounce package of chocolate bits, ½ cup honey and ½ cup evaporated milk. Slowly bring to the boiling point and cook only until the chocolate bits are melted. Serve hot with chopped nuts atop the "sundae."

Then, if you want to go real fancy, try some of the following recipes:

Cherries Jubilee

1½ teaspoons cornstarch
½ teaspoon cinnamon
2 tablespoons beet or cane sugar
½ cup canned cherry syrup
¼ teaspoon lemon juice
3 tablespoons dry sherry
1 cup Bing cherries, pitted

Mix together cornstarch, cinnamon and sugar. Add cherry syrup and stir until blended. Cook, stirring constantly, until mixture is slightly thickened and comes to a boil. Remove from vanilla ice cream.

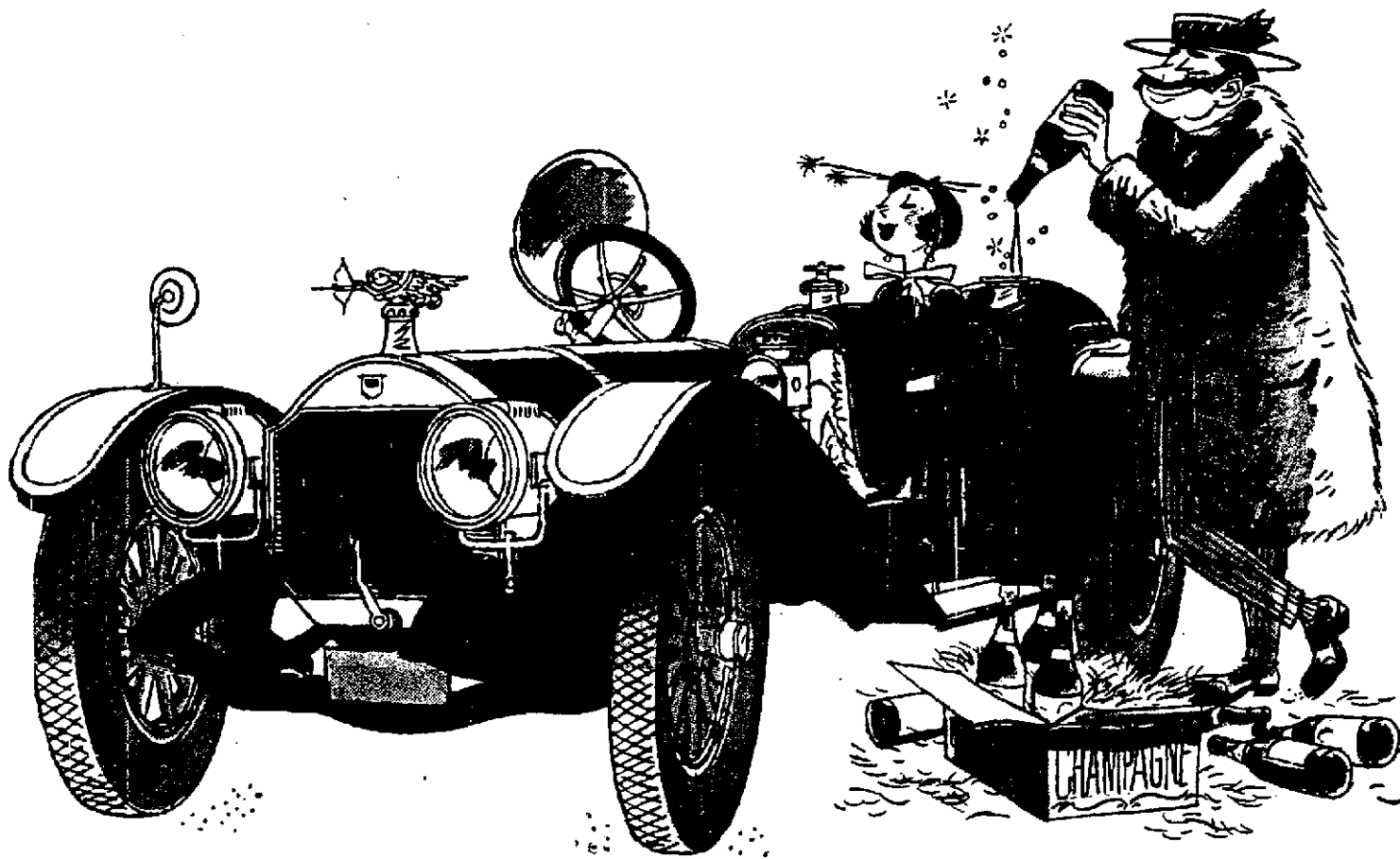
Baked Alaska Cake

½ cup plus 2 tablespoons sifted cake flour
6 tablespoons beet or cane sugar
1 teaspoon double acting baking powder
¼ teaspoon salt
2 tablespoons salad oil
2 egg yolks
3 tablespoons water
1 teaspoon vanilla
2 egg whites
½ teaspoon cream of tartar

Sift flour, sugar, baking powder and salt into a mixing



Ice cream with an assortment of toppings is delicious buffet food for a summer party—but when isn't ice cream delicious?



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A Bungalow Goes Modern!

By Margaret Pitcairn Strachan



Scalloped framing and a cornice replaced doors of old-fashioned china cabinet in the Howells' dining room. Mrs. Howell created pottery displayed on shelves.



—Photos by H. S. Melvin

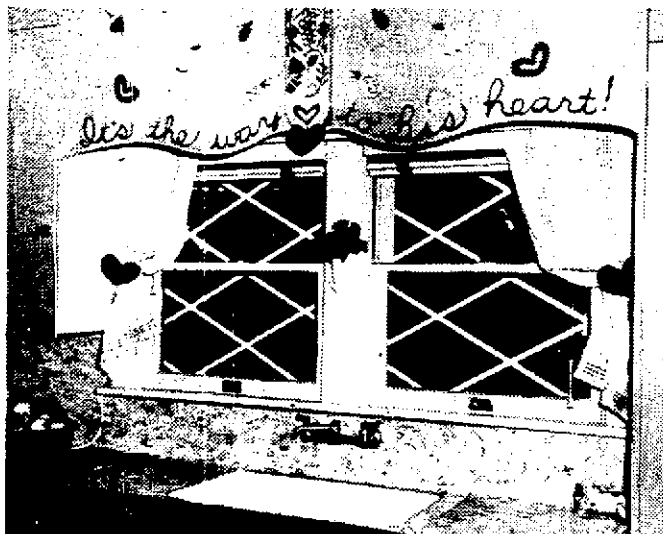
When the W. C. Howells began remodeling their house, it appeared as above. Lower picture, as it looks today.

IMAGINATION and vision are two strong qualities of the W. C. Howells, and when this couple bought their bungalow home at 379 Newport Ave., they made good use of them. Howell likes to work with his hands and is decidedly clever when he does so. His wife is an artist, working with oil paints and doing ceramics. So each of them has contributed a share in the tremendous change in appearance of their home.

"My husband tore off the old front porch first," Mrs. Howell explained. "The pillars were a job, and the concrete steps also presented a problem, but he did the whole thing himself."

In place of the old-fashioned porch Howell made a modern entranceway, with a tiny patio at left, wide concrete steps and a new "face" on the front door. The door had the old-time type of window in it and Howell took this out and replaced it with a scalloped square of plywood, painted white. The front windows (living room and master bedroom) were replaced with windows of the same size, but of modern style. A white brick flower box replaced the old shrubbery on the right of the entrance and the old claspboard was covered with attractive brown shakes.

The wall between the living room and dining room was torn out and this gave the house a more spacious air. The old-style fireplace in the living room disappeared next and Mrs. Howell's antique sofa became the dominant piece of furniture in the room, standing against the wall where the fireplace had been. One of Mrs. Howell's oil paintings, a flower picture, hangs above the davenport. The two small windows which formerly were on either side of the fireplace then had to be covered up in some way. Mrs. Howell conceived the idea of having her husband remove



The motto of cooks for generations—"It's the way to his heart!"—is inscribed in the Howells' gay kitchen.

Imagination and vision change an out-of-date house into a warm and modern home.

the glass and insert two more of her paintings in the frames. These were framed with scalloped pieces of plywood painted to match the walls—pale, seafoam green. The window catch is still there and if the Howells want a cool breeze they still can open the windows!

The dining room had con-

tained an old-fashioned oak china cabinet and Howell took off the doors, papered the back of the shelves and made a cornice for the cabinet. The pattern of the wallpaper is maroon and gold. All the pieces of pottery in the cabinet are creations of Mrs. Howell's. She has a kiln in her husband's workshop.



When Mr. and Mrs. W. C. Howell remodeled their home, a fireplace was removed and replaced with a sofa. Panels of flanking windows were replaced by paintings.

ANY WOMAN would enjoy cooking in this kitchen. The main color used in here is Delft blue. The Pennsylvania Dutch motifs above the sink and the motto, "It's the way to his heart!" give the right gay touch. Doors were taken off the high cupboards, which went to the ceiling and were unhandy for real use. In the

resulting open closet space Mrs. Howell has put more of her large pottery plates. This little trick lowers the unusually high kitchen ceiling.

Behind the house Howell constructed an attractive patio with a brick flooring and maroon-colored, slatted roof. He has wasted no material wherever he destroyed something!

The concrete pieces which once made the front porch have been used in the driveway.

It all looks so simple and sounds so easy! Any bungalow owner who wishes to modernize his house can pick up a lot of good ideas right here, but maybe it takes a woman who is an artist and a man who is a wizard with a hammer and saw!

Feast of the Holy Ghost



—Photo by George Henderson

Mary Ann Nunes (center) reigns as "Little Queen" of Paramount's Feast of the Holy Ghost this week end. Aids are Emily Jean Nunes (left) and Laurine Pires.



—Photo by Mike Lifinger

Mary Freitas was crowned queen at last year's ceremony. An aide, Arlene Soares, shown at her right.

IN THE 13TH CENTURY, good Queen Isabella of Portugal, grateful that her prayers for peace and plenty for her people had been answered, set aside a day for the Feast of the Holy Ghost.

On this day, she decreed, the Portuguese people, rich and poor and of high and low estate, were to be treated "like kings and queens."

Separated from their homeland by 6200 miles and separated from their beloved queen by seven centuries, Paramount citizens of Portuguese descent this week end are observing the traditional Feast of the Holy Ghost.

They are telling their chil-

dren, grandchildren, neighbors and friends of the "miracles" wrought by the Queen's faith and her many kind deeds to her people.

They tell about the time the Queen, heart broken because her son, Prince Alphonsus, had taken up arms against her husband, King Dionysius, rode her horse between the oncoming armies and prevented warfare.

They tell how the Queen, dressed in dark clothing, filled her apron with food and slipped from the castle each night to feed the poor. One night when the King detected her and demanded to know what was in the apron, she answered "roses." She opened her apron, the Portuguese people say, and lo! and behold! out tumbled roses.

When a famine struck Portugal, the Queen prayed for re-

By Charles A. Woods

lief for her people. There came a storm and in the morning three ships were in Lisbon harbor. With hopeful hearts the King and Queen boarded and found the vessels laden with grain. There was no crew. But because the Queen had seen a white dove fly from the ships she decided the dove was the Holy Ghost which safely piloted the grain-laden ships to the harbor.

QUICKLY the Queen ordered the grain made into bread for the Feast of the Holy Ghost. The people, she said, should be served generously, "like kings and queens."

To make the bread more palatable Queen Isabella gathered meat and made soup to pour over the bread. This dish, called "sopa" still is a tradition of the Feast of the Holy Ghost and now is being enjoyed by Portuguese people and their descendants in Paramount.

In the 18th Century, Queen Isabella was declared a saint. Festivities at Paramount be-

gan last night with dances of Portuguese and American origin.

At 11 a. m. today Alice Lourenco, who has been chosen queen, and her attendants will join in a parade from the Portuguese Society Hall on Olive St., two blocks west of Paramount Blvd. to Our Lady of the Rosary Church, 14815 Paramount Blvd., where the queen will be crowned. High mass will be held and a guest priest will preach in Portuguese.

IN THE YEARLY ceremony, the Queen will place her crown in a shrine guarded continuously by her family. Each year many Portuguese people

approach the crown to offer gifts in gratitude for blessings. The donations are used to finance the Feast of the Holy Ghost.

Festivities will continue tonight with an evening meal and dancing.

A huge barbecue, at which the Portuguese people say thousands of pounds of beef is roasted, is planned for 8 p. m. tomorrow in the Portuguese Society Hall, followed by dancing. If meat is left, the celebration will continue Tuesday.

Serving with Queen Alice will be her aids, Mary Martin and Florine Gonsalves and Junior Queen Mary Ann Nunes and her aids, Emily Jean Nunes and Laurine Pires.

During August, a huge celebration is planned in Artesia which will attract Portuguese from the entire Pacific Coast. Other thanksgiving programs are planned for San Diego, Point Loma and San Jose.

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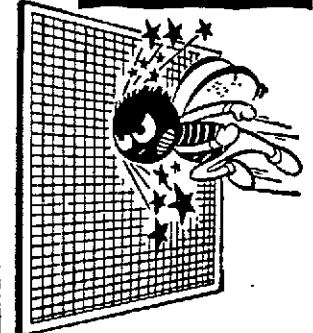
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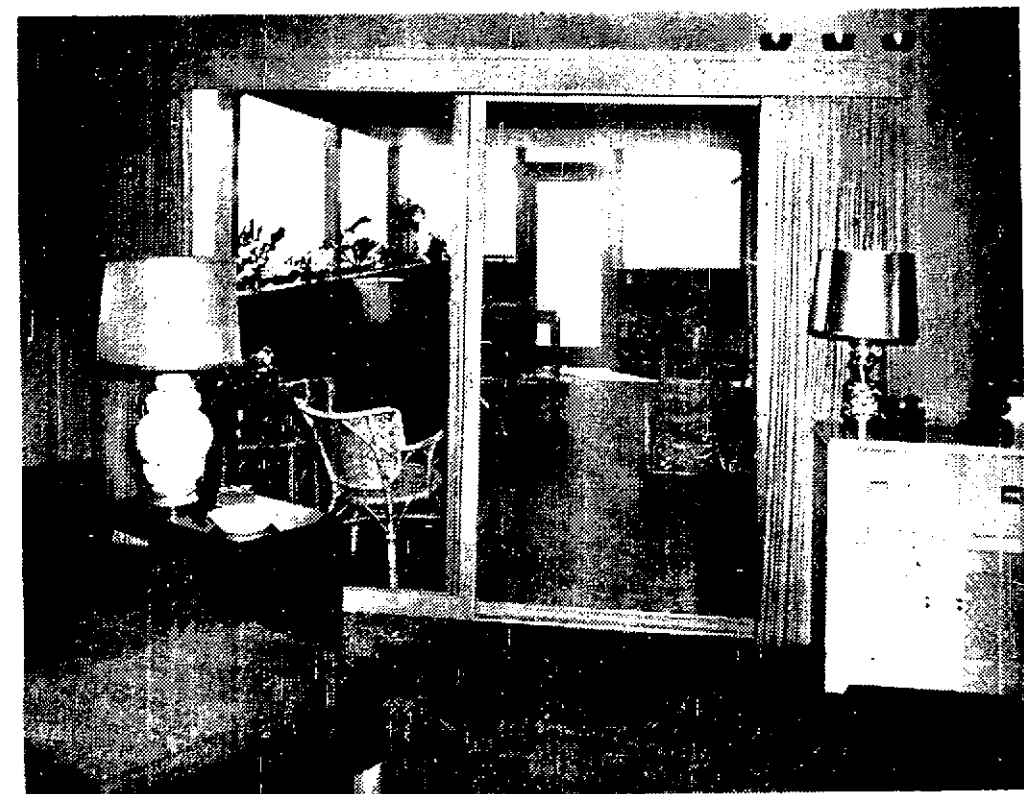
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Apartment for Four

By Dorothy Killam



Above, looking into the Cooper apartment dining room; kitchen at far end. The various areas are set apart only by islands with planters and traverse drapes.



Beyond a glass wall is the terrace which is marked off by walls surmounted by planters. Screening is installed above the planters to protect against insects.

APARTMENT LIVING is thoroughly enjoyed by Mr. and Mrs. John F. Cooper, and small wonder, because their apartment at 1014 E. Carson St. has an atmosphere of spaciousness and relaxed living. Walls of glass open to a terrace, a color scheme is excellently devised and the floor plan considers the needs of the entire family of four.

Built above five garages at the rear of a U-shaped building, this apartment has floor-to-ceiling windows which overlook the paved courtyard below where olive trees and planting make an attractive view. Tropical foliage grows in a planter extending the length of the screened terrace which is merged with the living room through glass sliding walls.

The Coopers' sons, John Kenton and Craig, have their own den connected to their bedroom by a bath. The den permits them to entertain their friends or to study apart from the routine of family life elsewhere in the home.

The living room, dining room and kitchen are combined but a bamboo screen hanging from a traverse track in the ceiling can be pulled between kitchen and dining room to shut the kitchen from view. A planter which effects a separation between the living and dining areas is mounted on casters and may be pushed aside when



Spacious area, seemingly made larger than it is by use of glass wall and semi-separated dining room, living room of this apartment is ample and comfortable for a family of four—Mr. and Mrs. John F. Cooper and two sons.

Mrs. Cooper wants to open the table to full size.

The color scheme is exceedingly well planned to give a

spacious and restful atmosphere and to carry from one room to another.

Terra cotta tile on the floor of the dining area sets the color for the glazed beams in the ceiling of the living room. Carpeting in the living room is of cocoa color.

ON THE TERRACE, a planter paneled in natural wood is high enough to give privacy to this outdoor area but not high enough to cut off the view. Above the planter, screening is used extending to the roof which has been projected over this area. On an adjoining deck is a laundry room where an automatic washer and dryer reduce laundry chores to a minimum.

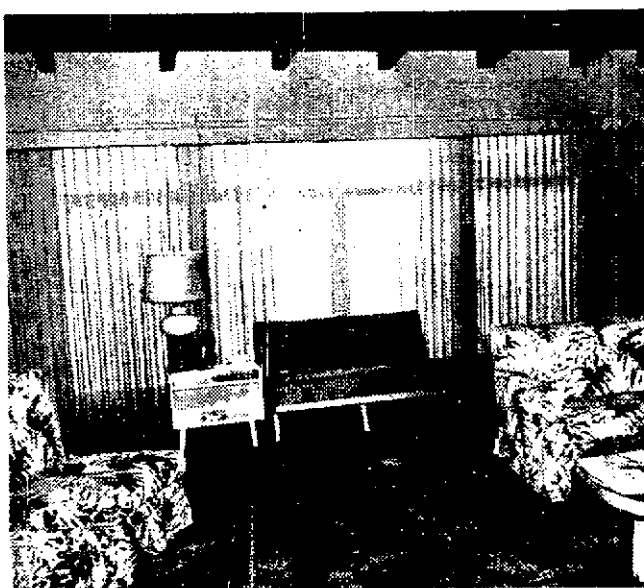
Next to the laundry room is a dumbwaiter which brings up packages from the garage below.

In the kitchen an eating bar separates kitchen and dining area and can be used to help serve in the dining room. A cabinet dropped from the ceiling above the bar has a light set beneath it to illuminate this dining space. Obscure glass doors on this cabinet slide open or closed.

The oven is set in cabinets at counter level; there is no stooping. The stove burners are set in the work counter, with cabinets below, where cooking utensils can be stored. Cabinets are all of birch finished to bring out the natural grain and color of the wood.

The long hall has storage built into one side of it. Opposite the door to the boys' den is a wardrobe closet that is useful when the den is used as a guest room. A couch opens out into a bed.

The den has been decorated in a style reminiscent of far Pacific islands where the Coopers formerly made their home. A wall of shelves which flank the doorway serve to show off many of the interesting art objects the Coopers have collected during their travels. Japanese ash paneling makes a pleasant background for the room.



Comfort marks this corner of Coopers' apartment living room. The glass wall looks out upon a courtyard.



—Photos by H. S. Melvin

Patriotic Song Parade

By Elizabeth Merriehew

FRIDAY WILL be Independence Day. There will be parades, bands will play and patriotic songs will be sung throughout America. Below are excerpts from 10 patriotic songs. From these excerpts, can you name the titles of the songs? (Answers on Page 9.)

1. Thy banners make tyranny tremble,

- When borne by the red, white and blue.
- His truth is marching on.
- Give us a song to cheer Our weary hearts, a song of home.
- And there we saw men and boys, As thick as hasty pudding.
- Will give him hearty welcome then.
- O'er the land of the free, and the home of the brave.
- Bring the good old bugle, boys!

- We'll sing another song. I love thy rocks and rills, Thy woods and templed hills.
- And crown the good with brotherhood.
- Let us swear allegiance To a land that's free.

Prevents Rust

A new magnesium anode to prevent rust and corrosion of the working parts in the tanks over water closets has been introduced, says the Plumbing and Heating Industries Bureau. Magnesium prevents corrosion because it is more active than any metal used in the construction of the flushing mechanism. The anode may be installed in any old or new tank.

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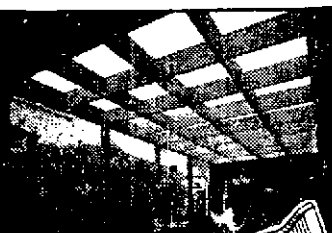
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—Longfellow.

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Ferns Are Effective

FERNS are lovely without benefit of any flowers of their own, and they are also attractive combined with plants that do bear blossoms. They give delightful effects in shadier sections or in filtered sunshine. Drafts and drying winds are not for them, however.

Soil for fern beds should be soft and spongy. The best soil consists of decayed leaf mold and soil mixed with an equal

By Walter Finch

amount of rich sandy loam. It may be necessary, if soil is heavy and drainage poor, to remove a foot or more of this clay soil and line the bottom of the bed with several inches of sand or finely crushed rock. The soil removed may then be enriched with leafmold and sand and spaded back in on top of the sand or crushed rock layer.

When planting ferns, keep the crowns just above ground level, never below. Firm the soil carefully around the roots. Take into consideration the size of the matured fern and leave enough room between plants so they can develop naturally. Jungle effects are seldom attractive in the small home fernery. After planting, water well to settle the soil.

Next summer use a mulch of well-decayed steer manure around the ferns. This gives nourishment and helps to keep moisture at the roots.

THERE are many kinds of ferns, both evergreen and deciduous. Some die down in cold weather but return in new glory in the spring. Since there are so many interesting varieties, you will enjoy looking them over in the nurseries. It might also pay you to make an excursion through Fern Dell in the hills above Hollywood. Take along a picnic lunch and spend several hours in this picturesque place located at the southwest corner of Griffith Park near Los Feliz Blvd. and Western Ave.

If you arrange a fairly large fern bed, keep the taller growing ferns at the back of the fernery. Woodwardia radicans, fimbriata, and some of the osmundas belong in the background. Good foreground ferns include A. pedatum, or the five finger fern, and Cyrtomium rockfordianum with the different holly-like foliage. Include some rocks in the fern bed if possible. They add interest and help keep moisture around fern roots.



—Photo by Gladys Dising

Ferns may be used very effectively alone or with flowers. Here the leaves cascade over the rocks of a wall.

Garden Club Directory

African Violet Society: Meets second Friday of each month, 1:30 p. m., Linden Hall, Linden and Broadway. Visitors welcome.

Agave Society: Meets fourth Tuesday of each month, 7:00 p. m., Alamosa Branch Library, 1835 E. Third St. Visitors welcome.

American Begonia Society: Parent Chapter, meets second Tuesday of each month, 7:30 p. m., 551 Locust Ave. Visitors welcome if they have reservations.

American Begonia Society: North Long Beach Branch, meets second Monday of each month, 7:30 p. m., Houston Park Clubhouse, Atlantic Ave. and Harding St. Visitors welcome.

Alamosa Bay Garden Club: Meets last Thursday of each month, noon, in homes. Ph. 9-8767 for meeting place. Visitors welcome if they have reservations.

Orchid Society of Southern California: Meets second Monday of each month, 8 p. m., Fiesta Hall, Plummer Park, 7377 Santa Monica Blvd., Hollywood. Visitors welcome.

Belmont Heights Garden Club: Meets first Tuesday of each month, 8 p. m., in Wesley Hall, Belmont Heights Methodist Church, Termino Ave. and Third St. Visitors welcome.

California Fuchsia Society: Meets fourth Wednesday of each month, 7:30 p. m., Houston Park Clubhouse, Atlantic Ave. and Harding St. Visitors welcome.

Lincoln Village Fuchsia Society: Meets the third Tuesday of each month at 7:30 p. m., Community Hall, Dominguez.

Cactus Club: Meets third Sunday of each month, 2 p. m., in homes. Ph. 8-3501 for meeting place. Visitors welcome.

Lakewood Garden Club: Meets fourth Tuesday of each month, 8 p. m., Social Hall of St. Thomas Episcopal Church, 5306 Arbor Rd. Visitors welcome.

Long Beach Garden Club: Meets fourth Thursday of each month, 7:30 p. m., Alamosa Branch Library, 1835 E. Third St. Visitors welcome.

Los Altos Garden Club: Meets first Wednesday of each month in homes. Ph. 9-5011 for meeting place. Visitors welcome.

National Fuchsia Society, Lakewood Branch: Meets second Tuesday of each month, 8 p. m., in Parish Hall of St. Thomas Episcopal Church, 5306 Arbor Rd. Visitors welcome.

National Fuchsia Society, Long Beach Branch: Meets second Thursday of each month, 7:30 p. m., at Macintosh Hall, 725 Elm Ave. Visitors welcome.

South Coast Orchid Society: Meets fourth Monday of each month, 7:30 p. m., Silverado Park Clubhouse, 31st St. and Santa Fe Ave. Visitors welcome.

Versatile Eugenia

By Beverly Taylor

EUGENIA PANICULATA, sometimes called Australian bush cherry, is popular in California for many reasons. It is a vigorous plant, which, if left unpruned, will grow from 15 to 25 feet high.

The foliage is much admired, for the young growths are reddish-brown, glossy, and showy, and the winter coloring is often quite brilliant. There is one E. paniculata with variegated foliage.

The flowers are small and white with conspicuous stamens, but they appear in clusters on the ends of branchlets or long peduncles and therefore stand out beyond the foliage.

The handsome berries are rose-purple, and often 1/2 of an inch in diameter. Children enjoy eating them, and they are harmless. Some homemakers cook them and make an odd but tasteful jelly.

While young, this Eugenia stands clipping very well, and gardeners enjoy training and experimenting with it. Many interesting shapes have been created with this plant, including that of a Ming tree, various animals, etc.

The tree-shrub can easily be



Eugenia paniculata makes fine trees, 15 to 25 feet in height, and may be pruned into shapes or into hedges.

formed into a pyramid or pillar, or it may be trimmed into a tidy little tree for numerous positions. It also makes a fine, handsome hedge, rather like the privet.

E. paniculata will accept sun

or partial shade, and it wants a good, easily drainable soil. It makes an excellent plant near the coast where frosts are not too frequent. The plant is really subtropical and is hardy to 24 or 25 degrees.

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Clearing up some confusions about SOIL CONDITIONERS

Within past weeks much confusion has been created by miscellaneous claims made for numerous "soil conditioners" that have been rushed to market since late December, 1951, when Monsanto first announced the development of its soil conditioning agent.

The following facts, based on years of continuous work with soil conditioners, are presented by Monsanto to help clear up some of the questions that have arisen.

Krilium—the proved soil conditioner

After years of development, research and testing, both by Monsanto and by recognized soil scientists in all parts of the country, Krilium soil conditioner was offered as a proved product. As stated by one of the country's leading soil experts in the May 18, 1952, issue of the New York Herald Tribune—

"When they [Monsanto] did announce it [Krilium] they had a fully tested organic substance that could be depended on to do the job."

What does a soil conditioner do?

Mere application of any soil conditioner will not break up hard, crusted soil. It will not create good soil structure. That still has to be done mechanically and by hand—unfortunately, it cannot be done while seated comfortably on the lawn or in the garden.

To be effective, a conditioner must be applied to soil which is appropriately worked or broken down in particle size. (With Merloam, Monsanto's home-garden formulation containing Krilium, the conditioner can be worked into the soil as it is being broken up.)

When Merloam is thus properly applied to "problem" soils, a number of benefits will be noted—improved workability, increased aeration, greater water-holding ability, faster germination, increased emergence, faster early growth, increased root formation, improved drainage, decreased erosion, decreased crusting and, ultimately, improved crop response.

The extent of these benefits is determined by two things: (1) the degree of proper application and (2) the nature of the soil itself. Most pronounced effects occur in hard-packed, crusty clay soils. In soils with finer silt content, the effect is much less noticeable. In sandy soils, no appreciable effects will be apparent.

Krilium
SOIL CONDITIONER
Special MERLOAM Formulation

Dry vs. wet application

This question cannot be answered without first answering two other questions that are far more important—

- (1) How deep must a soil conditioner be applied to be effective?
- (2) How much soil conditioner is needed to do the job?

How deep?

In building a new lawn, a penetration of only a fraction of an inch may be sufficient to hold the soil surface in place during germination of the seed. However, this is really only erosion control—for real benefit to grass roots, treatment to 1/2-inch depth, or more, is recommended.

Root crops require greater depth treatment if the roots—-and consequently, the plant structure—are to get any worth-while benefit. Here, to be really effective, treatments must go to depths of from 3 to 6 inches, depending on the nature of the crop. This requires that the conditioner be properly worked into prepared soil.

How much?

The exact amount of Krilium needed to properly treat any given area to any given depth has been accurately determined by Monsanto. Positive results with the worst types of clay soils are assured by following application rates given with product instructions and on the package label. The home gardener is not required to do his own mixing, is not required to guess, is not liable to over-dilute or under-dilute.

Summary of dry-application advantages

Although Monsanto produces a wet-application formulation containing Krilium, it is recommended for erosion control only, where only light surface treatment is required. However, the Merloam dry formulation containing Krilium has the following proved advantages for home-garden application:

Conditioning can be carried to any depth necessary to assure effective treatment. The user can see the light-colored dry powder as it is applied and worked in—can see the

extent of penetration—can, therefore, be certain of adequate treatment.

The user is assured that the proper amount of conditioner is applied because that has been predetermined by Monsanto. There are no dilution hazards.

How about cost of treatment?

Many cost-per-square-foot figures have been published—most of them conflicting. However, the arithmetic of cost is very simple since there is only one way to figure it—on the basis of depth treated!

For instance—with equal amounts of the Merloam home-gardening formulation, it is possible to treat 6 times as many square feet to a 1-inch depth as can be treated to a 6-inch depth, or 12 times as many to a 1/2-inch depth!

Any way you figure it, this Krilium formulation is most economical for home-garden use!

Monsanto's own supply source

The Merloam formulation of Krilium soil conditioner is the only one on the market today that is not based on acrylonitrile. Instead, it is based on a modified vinyl acetate maleic acid compound—selected by Monsanto when original field tests proved it from 30% to 300% more effective than acrylonitrile, depending on type of soil treated. This compound has the added advantage of being in continuous and plentiful supply.

Use Krilium with confidence!

Krilium is available to home gardeners in a special Merloam formulation, packed in 5-pound containers. Buy it at your dealer's—use it with the confidence merited by the only time-tested and proved soil conditioner on the market today. MONSANTO CHEMICAL COMPANY, Merchandising Division, St. Louis 4, Mo.

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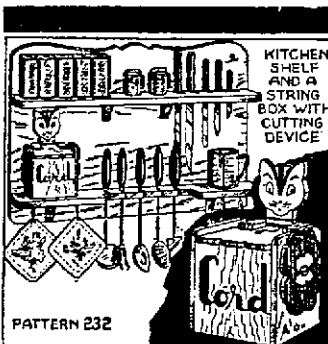
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New Chair

RECENT addition to the home furnishings line is an upholstered folding chair, different from most such articles for household use in that, when folded, the criss-cross legs form an angle which permits stacking in a minimum of space.

Another feature of this versatile chair is that it can be placed next to one or more identical pieces or form a love seat, sofa or a bank of seating units of any desired length.

Cushions are spring constructed and are available covered in a variety of imported

fabrics that include linen prints, tweeds and textures in a wide variety of colors. The chair is from the John Stuart line.



Something new in a folding, useful chair is the upholstered, angle-legged article shown above.

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Bring *Living Plants* Indoors



Apartment dwellers as well as those who may own an estate can enjoy modern trend of growing foliage plants indoors as a major item in decorating the home.

By Bob Gilmore

LIVING plants can be displayed inside your home just as effectively as in the outdoor garden. As a matter of fact, the use of foliage specimens for interior decorating is becoming more and more important. This type of gardening should appeal just as much to apartment house dwellers as to persons fortunate enough to live on an estate.

Indoor landscaping with plants offers certain advantages today that were not available as recently as 10 or 15 years ago. Planter mixes which are specially formulated soils for indoor gardens are now available. Thus a more healthful growing environment can be utilized. The containers are much more attractive, whether wooden, metal, plastic or pottery. Finally, the hybridists have improved existing strains of plants for indoor culture.

Foliage plants are being emphasized for decorating the indoor sections of homes. They are, in fact, admirable for this purpose. Most varieties are relatively free from attack by pests and modern fungicides easily control most diseases. Green is a color that fits practically every type of room,

the shade being neutral and harmonizing nicely with almost every other color. Finally, most of these ornamentals are easy to grow and demand little from the caretaker.

Dozens of separate, named varieties are available. To mention just a few you have your choice of the following: philodendron, phoenix, sansevieria, peperomia, crotons and small-leaved ivy. Perhaps your best bet for real dark corners is the philodendron. Keep in mind that dark corners need not remain so; illuminate them with artificial lighting and the texture, design and coloring of the leaves will be enhanced. It is believed by some that artificial lighting in many instances prolongs the life of house plants.

There are a few "musts" relative to selecting the plants. Do not use varieties that are identical or the effect created will be monotonous and drab. It is recommended that the ornamentals used in any particular planter show a difference in form, texture, height and coloring. You will be amazed at the great distinction in coloring between various types of foliage plants.

Before placing the soil mixture, known and sold as



Before planting indoor foliage specimens, line them up in front of the container to see how they are going to appear when in their permanent positions.

planter mix, in the container you should saturate it thoroughly. Then squeeze out excess moisture; but leave sufficient moisture so the mix will not turn hard or be difficult to work. Make certain that one of the sterile soil materials be incorporated in your planter mix. This type of product aids in aeration and tends to keep the soil clean and healthy for a long period of time. It also retains a great deal of moisture.

HOW you line up the plants in the planter is somewhat of an art but it is not too difficult to learn. Before actually planting them, line up the plants in front of the planter. Shift them around to get a preview of how they will look. The large specimens go in first, then the smaller ones. Then follow the pattern, setting each specimen according to your first line up. This is far more satisfactory than simply planting without working out a planting pattern.

After the planting is complete add a little water to firm the soil around the

roots. The containers should be kept damp but not sloppy. Water only after the soil has dried out just slightly. Large containers hold quite a bit of moisture and care should be taken not to over-water. Liquid plant foods applied according to directions should prove of benefit. But go easy on this step; many experts claim these indoor specimens are better off with just a minimum of food.

"RICH MIX" TOPSOIL

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- Seals the pores in sand with rich Humus—holds moisture.

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Keep Parking Beautified

HAVE YOU LOOKED at your curbing or parking area lately? If not, do so soon and see if there is something you can do to improve it. A blank stretch of lawn between the street and the sidewalk can be improved with plantings to relieve the uninteresting monotony. In fact, this part of the landscape, although usually public, can be made attractive.

Take into consideration the situation and your own personality, time and health. The curbing may be sunny or it may be shady. There may be a slant to the ground. You may be too busy to devote much time to gardening.

Groundcovers are very popular in place of lawn. Ivy is a permanent groundcover. It is durable yet attractive. In the spring it can come into new glory with bulb plants placed

By Eleanor Avery Price

there in the previous fall. Narcissus, tulips, hyacinths, jonquils, and others may be grown.

Another popular groundcover is the mesembryanthemum. If you like a riot of gay color and want a plant that stands up in heat and drought, this is a good choice. Ivy geranium is also good, and it demands little attention and only mediocre soil conditions.

Other subjects that can go for fairly long periods without water include marigolds, gazanias and gerberas for sunny positions, and viburnum, saxifrage and variegated ivy for more shady locations.

CURB PLANTINGS must sometimes take terrific abuse, for people, particularly children, are likely to tramp across them. If there are many

children in your neighborhood, you will be glad if you grow heavily matting plants such as gazanias. Petunias, nasturtiums, mesembryanthemums, hederas also are known to resist abuse.

If the curbing is already in lawn or Bermuda grass, and you do not wish to take the time and energy to clear it for other plantings, try growing a plant or two by the driveway to give interest to the situation. Junipers are perfectly at home in this position. Do not grow any plants that obstruct the view from the car window.

If you have your guests' comfort in mind, invest in a few bricks, stepping stones, or other walking area alongside the material that would make a curb. Then when people alight from their car, they will not land directly on wet or stock-ing-snagging plants.



—Photo by Gladys Dieing

Mesembryanthemum makes a heavily-matted groundcover with a riot of brilliant flowers when it is in bloom.

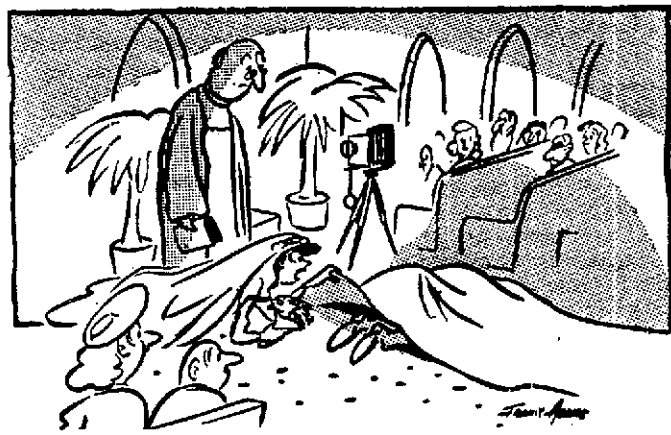
The Camera Angle

(Continued From Page 2.)

posed the wedding party carefully, shot the first picture. That did it. The groom could restrain himself no longer. He dashed out of the line-up, got behind the camera and insisted on taking the rest of the pictures himself.

Frank Adams spent his school days in San Joaquin Valley, lived in Long Beach during World War II and worked at Douglas Aircraft here. He contributed to the company's house organ and later collected the series for a cartoon book on aircraft workers that had a large sale. At the close of the war, he contributed gag cartoons to many top-ranking magazines, including Saturday Evening Post, and house organs. He now lives at Skyforest, near Lake Arrowhead, where he operates a string of tourist cabins and continues his cartoon activities.

LONG BEACH CINEMA CLUB will meet Wednesday at 8 p. m. in Houghton Park Clubhouse. . . Compton Camera Club will meet Thursday at 8 p. m. at 1021 E. Compton Blvd. . . San Pedro Camera Club will meet



"Can't we wait until later to develop the pictures, dear?"

Friday at 8 p. m. in Anderson Memorial Bldg., Eighth and Mesa Sts., San Pedro.

MONOCROME print competition will feature the Long Beach Camera Guild meeting Wednesday night in the Municipal Art Center, 2300 E. Ocean Blvd.

Members of the Guild are looking forward to a two-day photographic outing in San Diego early in September sponsored by the Southern California Council of Camera Clubs. Pat Cottingham of the Triangle Group and El Camino Real

Color Pictorialists judged the Camera Guild's color slide competition in the Art Center. Winners were: First, Don Hayward; second, Velle Finne; third, Howard Rollins; honorable mention, Lisa Stevens, Elva Hayward, Neil Van Steenberg.

Quiz Answers

Here are the answers to the "Patriotic Song Parade" quiz found on Page 2: 1—"Columbia, the Gem of the Ocean"; 2—"Battle Hymn of the Republic"; 3—"Tenting on the Old Camp Ground"; 4—"Yankee Doodle"; 5—"When Johnny Comes Marching Home"; 6—"The Star Spangled Banner"; 7—"Marching Through Georgia"; 8—"America"; 9—"America, the Beautiful"; 10—"God Bless America."

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Long Beach 7-4340, and Glendale, Altadena 2-2113. Also Office and Warehouse, 228 Thompson Ave., Glendale 1, Calif.

House Plants

HOUSE plants that spend the summer out in the garden should be repotted at intervals. Most plants will be happy for three years in the same pot if they are given regular feeding and the top half-inch of soil replaced with fresh soil once a year.

This repotting is necessary only for plants which have been neglected or have outgrown their pots.

To determine whether or not a plant requires repotting remove it carefully from the pot after first moistening the soil. If the roots are crowding the outside of the earth ball, then the plant needs a larger sized pot.

Free and perfect drainage is vital for any plant. Unless it grows naturally in water, it will make a sudden departure once it discovers that its roots are in stagnant or too-damp soil.

When the drainage layer of stone or broken pot is in place, the pot should be filled one-quarter full with soil, slightly dampened, and the roots of the plant should be spread on this and arranged naturally.

The remaining soil should be filled in and tamped firmly about the roots.

Firm planting gets the roots off to a good start, and expert greenhouse men use a blunt piece of wood to tamp the soil down.

ORTHO-TIL

Chemical Soil Conditioner

NOW AVAILABLE

This great new scientific discovery is now at your dealer's under the familiar ORTHO label.

ORTHO-TIL contains American Cyanamid's "Aerotil"

Applied to properly prepared soil, ORTHO-TIL conditions clay, adobe and other problem soils. Soil becomes easy to work and holds water for longer periods.

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Will Have Fruit This Year

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Large 7 to 9-Year-Old Clumps



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ROSE SALE!

SAVE UP TO 50% ON BUSH ROSES

45¢ each 10 for \$4.00 5-Gallon Can \$1.10

Autumn, Doctor Hallett, Contrast, Etoile, De Holland, J. Otto Thillow, P. S. Dupont, Picture, Hoover, Tallis, man, and many others.

NO. 1 GRADE REG. \$2.00
We have a large selection to choose from in all popular varieties.

SAVE 30% TO 50% ON PATENTED BUSH ROSES

California, Reg. 2.75	\$1.50	Charlet Armstrong, Reg. 2.75	\$1.75	Helen Traubel, Reg. 3.50	\$1.95
Eclipse, Reg. 2.50	\$1.50	Fred Howard, Reg. 3.50	\$1.95	Peace, Reg. 3.00	\$1.95
Forty-Niner, Reg. 3.00	\$1.75	Our stock of patented roses is one of the most complete in Long Beach. We have your favorite variety. SEE US FIRST.			
Heart's Desire, Reg. 3.00	\$1.75				

TREE ROSES

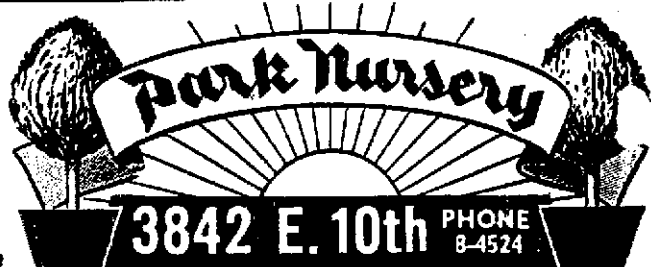
PATENTED VARIETY Reg. \$4.95 for \$2.95
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Grade 1 1/2 Only \$1.65

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Philodendron with each

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Distinctive design of this three-bedroom, two-bath home in Lakewood Plaza's newest unit is result of imaginative planning and use of luxury materials. It is one of 516 being constructed north of East Spring St., between Studebaker Rd. and Palo Verde Ave., one mile east of Bellflower Blvd. in the Lakewood district.

Steady Progress Being Made on New Lakewood Plaza Units

HUGE building crews are making steady progress in the construction of 516 three-bedroom, two-bath homes in the sixth unit of Lakewood Plaza. It was announced yesterday by the Aldon Construction Co., developers.

Foundations have been laid for 300 homes, 150 frameworks have been raised, and 20 homes have been plastered.

First completions are scheduled in approximately three weeks.

Lakewood Plaza's new unit is rising north of East Spring St., between Studebaker Rd. and Palo Verde Ave., one mile

east of Bellflower Blvd. in the Lakewood district.

The three-bedroom, two-bath "luxurized" homes, which the developers boast are "the finest homes ever built" at popular prices, are on the market at \$12,000 each. Veterans may buy on down payment of \$825 plus impounds, with monthly payments of \$59 for principal and interest. Liberal terms also prevail for non-veterans.

The 29 different custom-styled elevations are typified by four furnished models, open every day of the week, including Sundays, from 10 a. m. to 8 p. m. The model dwellings are furnished throughout by

the Aaron Schultz furniture stores of Long Beach. Three other model homes, unfinished, are also on view during the same hours.

The homes are distinguished by flagstone fireplaces and hearths; step-saving central hall plan; birch or knotty pine natural-finish kitchen cabinets; wall of windows with French door facing terrace, and living room wall paneled in ash or Philippine mahogany.

Advantages also include built-in breakfast nooks, two-car garages, full service porches, concrete walks and driveways. Waste King garbage pulverizers, electric bathroom heaters, and wall of dining area papered from floor to ceiling.

The property is being fully improved with sewers, paved streets, sidewalks and gutters.



SEE
THE HAMILTONIAN
15724 LAKEWOOD BLVD., BELLFLOWER
\$6495 ON YOUR LOT
As Low As **Nothing Down**
HAMLET DEVELOPMENT CO., INC.
TORREY 7-4330

New Norco Office

MR. AND MRS. HARRY W. BRINTON have opened a new real estate office at 2490 Hamner Ave., Norco. It was disclosed today. Virginia J. Gardner will be employed by the Brinton Real Estate office as a salesman.

Both Harry and Eleanor Brinton are Realtors and members of the Corona Realty Board. They'll co-operate in the multiple listing plan of this organization.

NPA Construction Changes Delayed

INDEFINITE postponement of amendments to NPA construction regulations, which after July 1, 1952, would have given builders increased amounts of controlled materials (steel, copper and aluminum), has been announced by the National Production Authority in Washington. Edwin Bates, Los Angeles district manager, U. S. Department of Commerce—NPA—announced today.

Bates explained that when NPA announced a proposed liberalization of construction regulations in May, it was emphasized that issuance of the amendments would be conditioned on continued steel production.

"The steel strike makes it necessary for NPA to continue construction regulations and orders now in effect," Bates

said. "This means that present limitations on the right to self-certify for controlled materials are retained; restrictions on recreational construction remain unchanged; the use of structural steel in residential construction will continue to be prohibited.

"Further, there will be no reclassification on July 1 from the commercial to the industrial category, of administration building, transportation facilities, public utility systems, central city heating systems, scrap yard facilities, and water and sewage systems.

"Present regulations governing school and highway construction will not now be changed and self-certification for controlled materials will be limited to quantities specified in the new construction regulation as amended on June 18."

Further information may be obtained at the Department of Commerce office, 112 W. Ninth St., telephone PRospect 4711.

Opens Third Office Here

REALTOR Harvey E. Miller, 28-year-old Marine veteran, has opened three Long Beach offices in the past year. He started his operations at 820 American Ave., then 2033 E. 10th St., and now has just opened a North Long Beach office at 1221 E. Artesia Blvd. The first two offices have been doing approximately \$100,000 worth of business a month, and Miller hopes to double this figure with his latest real estate venture.

Each establishment is departmentized and staffed as follows:

Downtown: Z. F. Ballantyne, manager, business opportunities; S. F. (Bob) Leavelle, George Mason, Miller, sales, home and income; rentals, Shirley Michael; East Side: Veril Plo, Mary K. Gaines, John White; sales, home and income; rentals, Mrs. Mabel Brock; North Long Beach: Charles Bell, Floyd William Alexander, Ernestine McLaughlin, salesmen, and Miss McLaughlin also has the rental department.

Work Starts on Fresno Motel

WORK has been started on the Fresno Hacienda, a \$1,000,000 motel project, at the northeast corner of Clinton Ave. and the Golden State Highway, it was announced this week by Warren Bayley of Inglewood, president of Standard Motels, Inc.

Plans call for the construction of 53 units this year and the expansion next year by 250 units on the 10-acre tract costing \$33,000. Large beds, wall to wall carpeting, air conditioning and sound-proof rooms 13 by 20 feet will be included. Also, a swimming pool, cocktail lounge and restaurant.

Elect Blurock as President

WILLIAM BLUROCK of Laguna Beach, has been elected president of the Orange County Architects Association, succeeding J. Herbert Brownell of Newport Beach.

Other new officers are Harold Gimeno, Santa Ana, senior board member; Everett Parks, Santa Ana, junior board member; Paul Davis, Newport Beach, secretary; and George Lind, Newport Beach, treasurer.

Mills Handles \$70,000 Deal

RAY MILLS REALTY, 191 La Verne Ave., has reported the sale of a Belmont Heights mansion located at 274 St. Joseph Ave. Seller was Mrs. Maude Harris of Long Beach and buyer was Dr. Herbert H. Schroeder.

The transaction, which involved a sum in excess of \$70,000, also included Lake Arrowhead property. Betty Saunders of Mills Realty represented both parties.



Gavel of the Real-Ette Toastmistress Club changed hands at the organization's installation dinner Wednesday night at Hooley's restaurant. Bess Colbert (left), retiring president, is shown presenting the token of office to her successor, Gene Page. Other new officers, from left, are Ellen Waile, vice president; Winnie Cross, secretary; Lura Hitch, treasurer, and Carmel Tye, club representative. The club acts as a speaker's bureau for the Long Beach Board of Realtors.

Establish the Price Before Selling A New or Used Home

By NEWT TODD
Real Estate Editor

ONE of the most important factors if you are selling your house, is to establish the price.

Perhaps you say, "Oh, that's no problem. I've known all along what I'd want for it when the time comes to sell."

Well, perhaps you're right. Maybe the price you have in mind will move it within a reasonable length of time. But how do you know? Pricing a piece of real estate very often is an extremely complicated problem. Many factors enter into it—size, age, condition, neighborhood, architecture, zoning, state of the real estate market, possible uses, and others. Some real estate men, appraisers, make a life-long specialty of pricing properties, and even they aren't always right.

A great many owners arrive at a price by the simple process of taking the figure they paid for the houses, adding to it the amount they have put into them in the form of improvements, etc., and then adding the profit they'd like to make on the deal.

The merit of this method lies principally in the sense of personal well-being it may give the owner. It may work, if the property originally was purchased at an advantageous

price. But, more often than not, the price arrived at in this fashion is likely to be high and may well serve to hinder a sale.

Another method which owners like to use is based on the cost of reproduction. They see new houses going up, know what prices they bring and so have a pretty good idea of what it would cost to reproduce their own properties.

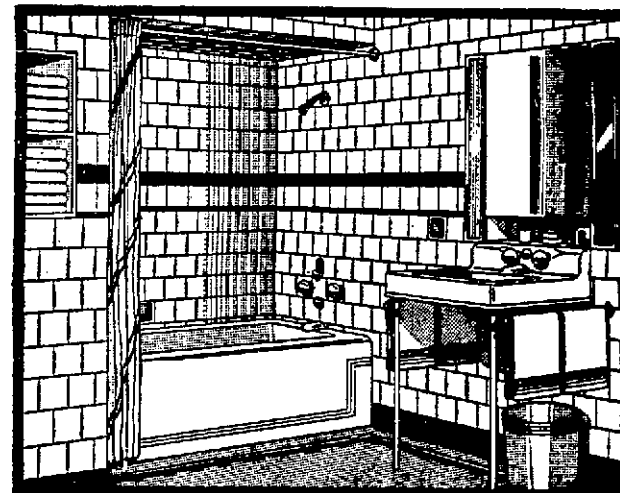
With this as a basis they subtract a little for depreciation or possibly add a bit because they believe their houses are built better than the new ones, or have better landscaping, or are in an established neighborhood, and come up with a price that gives them a warm feeling in the pocket-book.

This method may work, too,

but the chances are it will be misleading because an old house and a new house are two quite different types of merchandise. The latter, for example, usually can command much more generous financing, and there's no question but that the opportunity to be the first to live in a house has real appeal for many buyers.

In the opinion of many of the most experienced real estate brokers the only sound way to arrive at a price is on a basis of comparative sales. That is, what have homes similar to yours in a comparable neighborhood sold for recently?

This method gives you the all-inspiring answer to the question, "What are buyers paying for what I have to offer?"



DURATILE METAL WALL TILE

For Bathroom - Shower - Kitchen Walls
Permanent - Waterproof - Fireproof
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DURATILE—Installed above your recessed tub.
4 feet high, 2 1/2 feet deep, 5 feet wide **49.50**
FREE ESTIMATES
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In Brookhurst Park your home investment is protected in many ways. You inspect before you buy. Not hard-to-interpret blueprints and specifications . . . but actual homes beautifully designed, as well as homes under construction where you see the top quality materials and workmanship employed. Also your investment is protected by an Architectural Committee. And if you have been accumulating ideas of your own, Henry C. Cox and Affiliated Companies will design a home incorporating your wishes.

See Brookhurst Park Estates today, where homes start as low as \$20,000 . . . and make your home owning dream a reality.

If you're looking for VALUE see "Junior Executive" today

Also visit "The Brookhurst Estate" which is completely furnished for your inspection

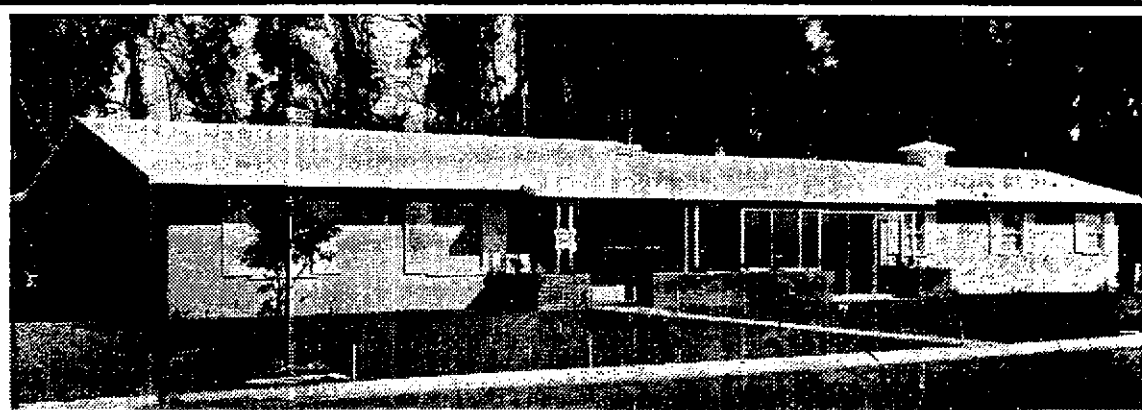
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- Wall of windows, with French door opening on terrace
- Flagstone fireplace and hearth
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- Natural finish birch and knotty pine kitchen cabinets
- Waste King garbage pulverator
- Built-in breakfast nook
- Step-saving central hall plan
- 2 baths (stall shower, tile floor and jambs, recessed tub)
- Full service porch
- 2-car garage, detached & attached
- Chrome and polished brass hardware
- Concrete walks and driveways
- #1 oak floors
- Sowers, wide paved streets, sidewalks and gutters
- Wardrobe-type, double-door bedroom closets
- Coved work tops in kitchen
- Tension-type, rust-proof screens
- Wallpaper in dining area
- Electric bathroom heater
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- Deluxe bathroom fixtures, chrome fittings
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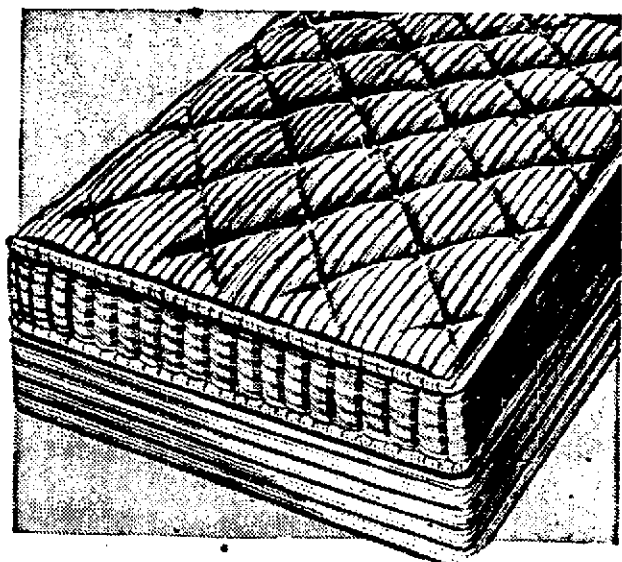


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54.95 Lift Top Village Couch

Special 49⁹⁵

\$10 Down, 24 months to pay.



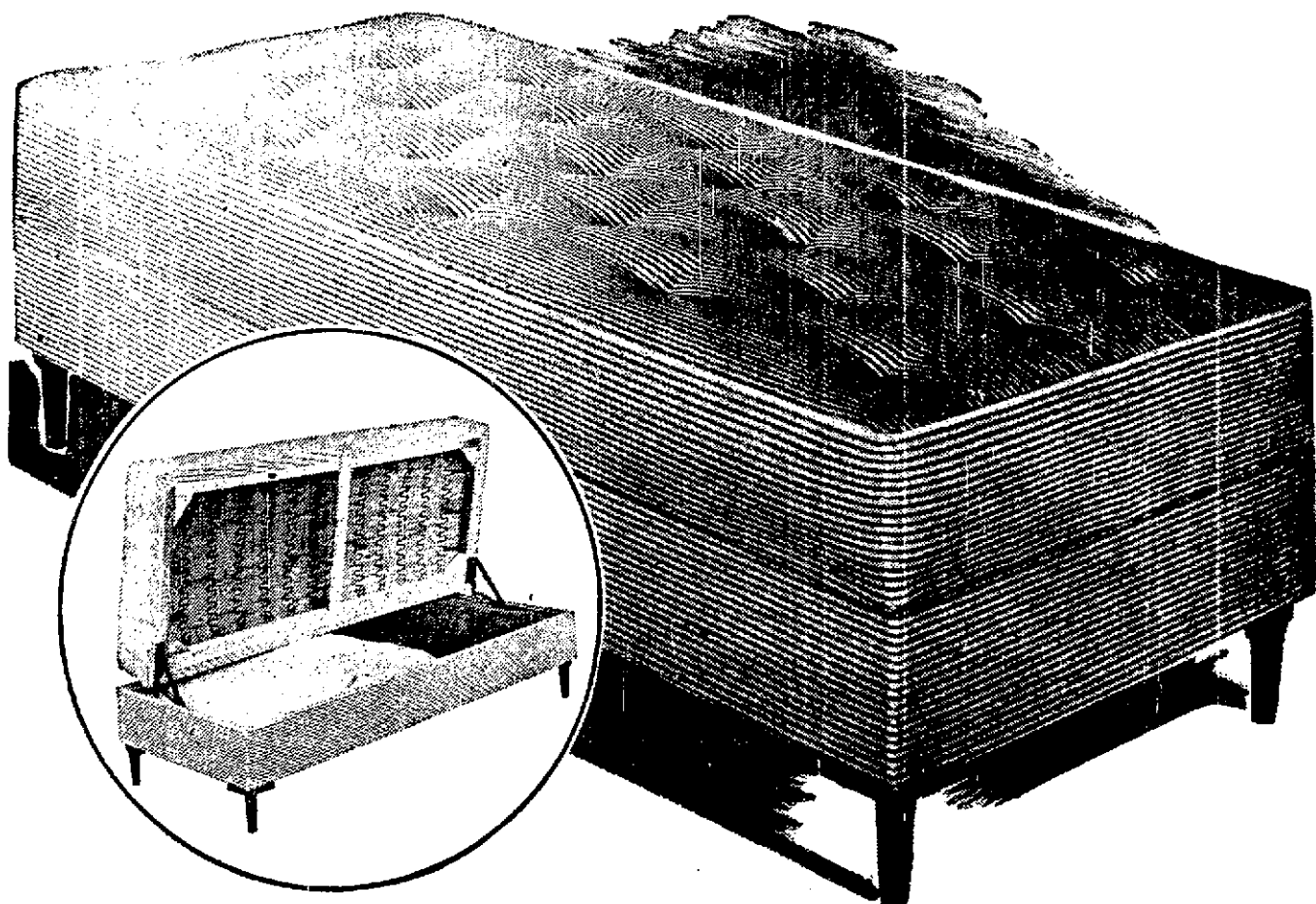
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Mattress has 182 coils. Insulation of sisal and cotton. Woven ACA striped ticking. Rolled edge. 72-coil boxspring in matching cover. Full or twin size. Save 5.07!

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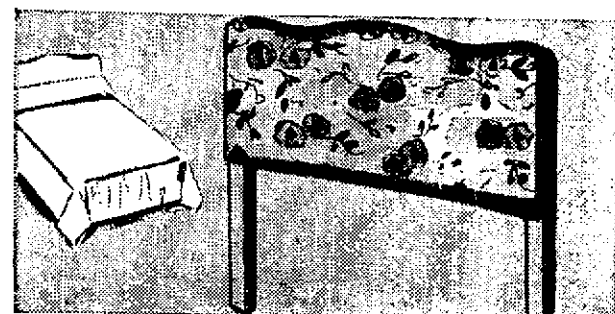


• Ideal for small bedroom, living room or den

• 98-coil construction for your comfort

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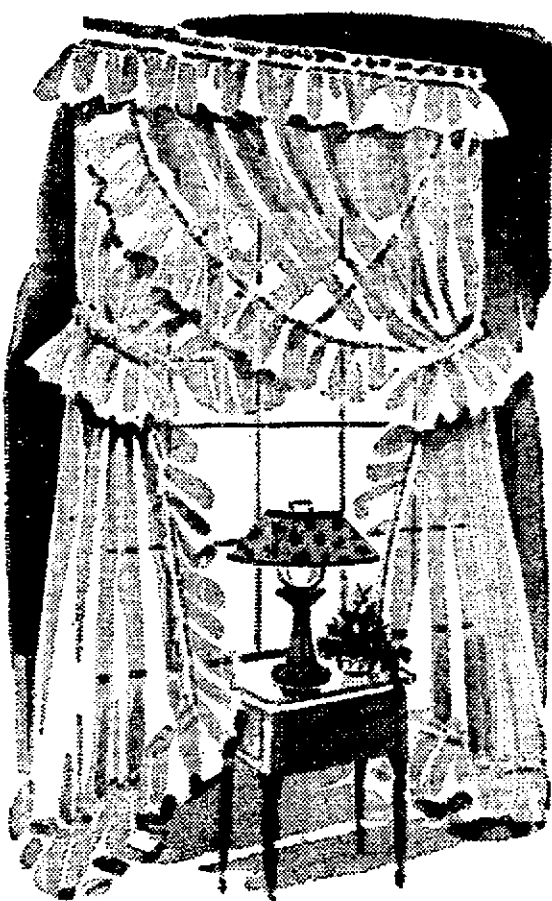
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